

ESTTA Tracking number: **ESTTA1038015**

Filing date: **02/24/2020**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

Opposer Information

Name	Apple Inc.
Granted to Date of previous extension	02/23/2020
Address	One Apple Park Way Cupertino, CA 95014 UNITED STATES

Attorney information	William M. Bryner Kilpatrick Townsend & Stockton LLP 1001 West Fourth Street Winston-Salem, NC 27101 UNITED STATES BBRYNER@kilpatricktownsend.com, jpetersen@kilpatricktownsend.com, ndrake@kilpatricktownsend.com, agarcia@kilpatricktownsend.com, tmadmin@Kilpatricktownsend.com (336) 607-7482
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Applicant Information

Application No	88413843	Publication date	08/27/2019
Opposition Filing Date	02/24/2020	Opposition Period Ends	02/23/2020
Applicant	Paperapple 4124 Chowen Ave S Minneapolis, MN 55410 UNITED STATES		

Goods/Services Affected by Opposition


Class 016. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Art prints; Greeting cards; Wrapping paper
Class 042. First Use: 0 First Use In Commerce: 0 All goods and services in the class are opposed, namely: Custom design of surface pattern design, paper goods, and graphic art based on personal selections made by the customer

Grounds for Opposition

Priority and likelihood of confusion	Trademark Act Section 2(d)
Dilution by blurring	Trademark Act Sections 2 and 43(c)

Marks Cited by Opposer as Basis for Opposition

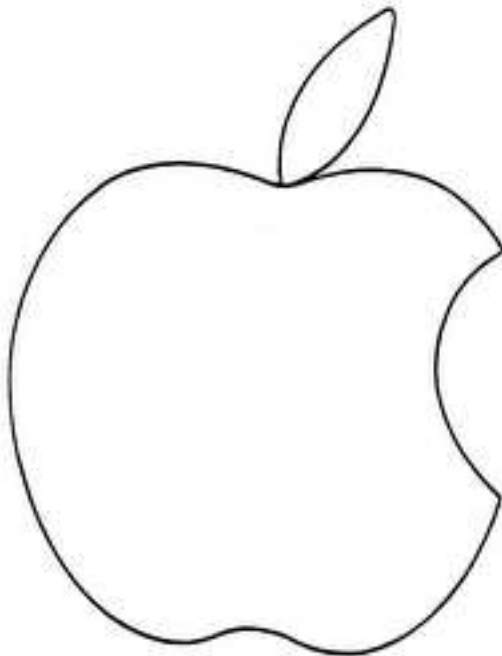
U.S. Registration No.	3226289	Application Date	08/24/2000
Registration Date	04/10/2007	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 016. First use: First Use: 1976/04/01 First Use In Commerce: 1976/04/01 Printed materials and publications, namely, user manuals, brochures, [data sheets, white papers, newsletters, catalogs,] pamphlets, [periodicals and magazines,] all in the fields of business, creative design, computers, information technology, word processing, database management, multimedia, entertainment, [electronic commerce] and telecommunications [; stationery, pens and pencils, clipboards, posters, memo pads, binders]		

U.S. Registration No.	2657931	Application Date	08/24/2000
Registration Date	12/10/2002	Foreign Priority Date	NONE
Word Mark	NONE		
Design Mark			
Description of Mark	NONE		

Goods/Services	Class 016. First use: First Use: 1979/01/06 First Use In Commerce: 1979/01/06 Printed materials and publications, namely, user manuals, [series of books,] booklets, brochures, [data sheets, white papers,] [newsletters, catalogs,] pamphlets, [periodicals and magazines,]all in the fields of business, creat- ivedesign, computers, information technology, word processing, database man- agement, multimedia, entertainment, [electronic commerce] and telecommunica- tions; [stationery,] pens and pencils, [clipboards,] [posters,] [memo pads,] binders
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U.S. Registration No.	1401154	Application Date	11/04/1985
Registration Date	07/15/1986	Foreign Priority Date	NONE


Word Mark	NONE
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Design Mark	
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Description of Mark	NONE
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Goods/Services	Class 016. First use: First Use: 1979/01/06 First Use In Commerce: 1979/01/06 [COMPUTER MAGAZINES;] COMPUTER HARDWARE MANUALS; COM- PUTER SOFTWARE MANUALS; [MAIL-ORDER CATALOGS;] STATIONERY, namely, WRITING PADS AND NOTE PADS; GIFT CARDS; POSTCARDS; [BUSINESS CARDS;] [CALENDARS; POSTERS;] [BUMPER STICKERS;] DECALS; PENS; PENCILS; [PENCIL HOLDERS; DESK TRAYS; LETTER TRAYS;] [STAPLERS; STAPLE REMOVERS;] [LOOSE LEAF BINDERS;] [CLIPBOARDS AND PAPER CLIPS]
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U.S. Application No.	87499907	Application Date	06/21/2017
Registration Date	NONE	Foreign Priority Date	12/22/2016
Word Mark	APPLE		


Design Mark	
Description of Mark	NONE
Goods/Services	Class 039. First use: First Use: 0 First Use In Commerce: 0 providing geographic and destination information, maps, route planning, traffic, parking, and road condition information, and driving, walking, and mass transit directions via computers, telecommunication networks, mobile phones, handheld devices and wireless navigation devices; providing interactive maps; travel route planning; traffic information; parking location services; GPS navigation services; interactive online vehicle routing by computers and telecommunications networks; providing a website and an online searchable computer database featuring information regarding delivery services and booking for delivery of goods; gift wrapping; information, advisory and consultancy services relating to all the aforesaid

U.S. Application No.	87499977	Application Date	06/21/2017
Registration Date	NONE	Foreign Priority Date	12/22/2016
Word Mark	NONE		
Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	Class 039. First use: First Use: 0 First Use In Commerce: 0		

	providing geographic and destination information, maps, route planning, traffic, parking, and road condition information, and driving, walking, and mass transit directions via computers, telecommunication networks, mobile phones, handheld devices and wireless navigation devices; providing interactive maps; travel route planning; traffic information; parking location services; GPS navigation services; interactive online vehicle routing by computers and telecommunications networks; providing a website and an online searchable computer database featuring information regarding delivery services and booking for delivery of goods; gift wrapping; information, advisory and consultancy services relating to all the aforesaid
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U.S. Registration No.	2808567	Application Date	10/02/2002
Registration Date	01/27/2004	Foreign Priority Date	NONE
Word Mark	APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 1980/09/00 First Use In Commerce: 1980/09/00 COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; [COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEBSITE OPERATION AND MANAGEMENT SERVICES TO OTHERS;] COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE		

U.S. Registration No.	2753069	Application Date	07/23/2002
Registration Date	08/19/2003	Foreign Priority Date	NONE
Word Mark	NONE		

Design Mark			
Description of Mark	The mark consists of the design of an apple with a bite removed.		
Goods/Services	<p>Class 042. First use: First Use: 1980/09/00 First Use In Commerce: 1980/09/00 [Application service provider (ASP), namely, hosting computer software applications of others;]computer services, namely, displaying the [web sites and] images of others on a computer server; computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities; computer consultation, design, and testing services; consulting services inthe field of design, selection, implementation and use of computer hardware andsoftware systems for others; computer data recovery; computer programming for others; research and development of computer hardware and software; website design, creation [and hosting services] ; computer services, namely, designing [and implementing] web sites for others; computer services, namely, providing search engines for obtaining data on a global computer network; providing use of on-line non-downloadable software for communications via local or global communications networks, including the Internet, intranets, and extranets; computer consultation, namely, analyzing data to detect, eradicate, and prevent the occurrence of computer viruses; computer consultation, namely, services relating to the protection of computer hardware, computer software, computer networks and computer systems against computer viruses, attacks, or failures; computer consultation, namely, services for optimizing the performance and functionality of computer software and communications networks; technical support services, namely, troubleshooting of computers, computer software, telecommunications, and the Internet systems; leasing of computers, computer peripherals and computer software; leasing computer facilities; providing information in a wide variety of fields over computer networks and global communication networks; computer services, namely, creating indexes of information, web sites and other information sources available on computer networks; providing information concerning a wide range of text, electronic documents, databases, graphics and audiovisual information</p>		
U.S. Registration No.	5448031	Application Date	09/13/2017


Registration Date	04/17/2018	Foreign Priority Date	NONE
Word Mark	TODAY AT APPLE		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: First Use: 2017/05/21 First Use In Commerce: 2017/05/21 Consulting services in the selection and use of computers, computer software, handheld and wearable digital electronic devices, audio products, home automation products, and other computer, electronic, and entertainment products		

U.S. Registration No.	3710912	Application Date	02/04/2008
Registration Date	11/17/2009	Foreign Priority Date	NONE
Word Mark	APPLE STORE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 037. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19 Maintenance, installation and repair of computer hardware, computer peripherals and consumer electronic devices</p> <p>Class 038. First use: First Use: 2007/06/29 First Use In Commerce: 2007/06/29 Technical consulting in the field of consumer electronics, namely, telephones, cellular telephones and wireless telecommunications devices; consulting services in the field of selection, implementation and use of consumer electronic systems for others, namely, telecommunication systems featuring telephones, cellular telephones and wireless telecommunications devices</p> <p>Class 041. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19 Education and training services, namely, conducting classes, workshops, and seminars in the field of computers, computer software, online services, information technology, internet website design, music, photography and video products and consumer electronics; arranging professional workshop and training</p>		

	<p>courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances; technical consulting in the field of consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices</p> <p>Class 042. First use: First Use: 2001/05/19 First Use In Commerce: 2001/05/19</p> <p>Technical support services, namely, troubleshooting computer hardware, computer peripheral, computer software and consumer electronic devices; installation, updating, maintenance and repair of computer software; technical consulting in the field of computers and computer-based consumer electronics; computer and consumer electronic diagnostic services; consulting services in the field of selection, implementation and use of computer hardware, computer software and computer-based consumer electronic systems for others; computer data recovery; consulting services in the field of selection, implementation and use of computer hardware and computer software for the operation of consumer electronic systems for others in the nature of audio, audiovisual and home and portable entertainment systems and devices</p>
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U.S. Registration No.	3717431	Application Date	06/16/2008
Registration Date	12/01/2009	Foreign Priority Date	NONE
Word Mark	APPLECARE		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 042. First use: First Use: 1982/10/25 First Use In Commerce: 1982/10/25</p> <p>Technical support services, namely, troubleshooting of problems relating to computer hardware, computer peripherals, consumer electronic devices and computer software; providing technical support and troubleshooting information via the Internet, voice telecommunications networks and on-site for fixing problems relating to computer hardware, computer peripherals, computer software and consumer electronic devices; computer consultation, namely, services for optimizing the performance and functionality of computer hardware, computer peripherals, consumer electronic devices, computer software and computer networks</p>		

U.S. Registration No.	5380650	Application Date	07/20/2017
Registration Date	01/16/2018	Foreign Priority Date	01/24/2017

Word Mark	WORKS WITH APPLE HOMEKIT
Design Mark	 The logo features a stylized orange house icon inside a rounded square, followed by the text "Works with" in a smaller font and "Apple HomeKit" in a larger, bold font, all enclosed within a larger rounded rectangle.
Description of Mark	The mark consists of a house design in shades of orange contained within a rectangle outlined in gray next to the wording "WORKS WITH" in grey and "APPLE HOMEKIT" in black, all contained within a larger rectangle outlined in gray. The color white represents background and transparent areas and is not part of the mark.
Goods/Services	<p>Class 009. First use: First Use: 2016/09/07 First Use In Commerce: 2016/10/00 Computers; computer hardware; wireless communication devices for the transmission of voice, data, images, audio, video, and multimedia content; computer peripheral devices; cameras; digital audio and video recorders; radio transmitters and receivers; electrical and electronic connectors, couplers, and adapters; remote controls used for controlling computers, alarm, security and surveillance devices and systems, smoke and carbon monoxide detectors and monitors, energy management devices and systems, lighting, electrical and electronic switches and outlets, and doors, windows, drapes, curtains, window shades, shutters, blinds and garage doors; alarms, alarm sensors, and alarm monitoring systems; electronic video surveillance products, namely, electronic components of security systems; smoke and carbon monoxide detectors; thermostats, monitors, sensors, and controls for air conditioning, heating, and ventilation devices and systems; electric and electronic door locks and latches; remote controls for opening and closing garage doors; lighting controls; electrical outlets; electrical and electronic switches</p> <p>Class 011. First use: First Use: 2016/09/07 First Use In Commerce: 2016/10/00 Light bulbs, lighting fixtures, and lamps; electric space heaters, air conditioners, and electric fans</p> <p>Class 042. First use: First Use: 2016/09/07 First Use In Commerce: 2016/10/00 computer programming; design and development of computer software; computer software development consulting services; support and consultation services for developing computer systems and applications; providing information in the field of computer software development online</p>

U.S. Registration No.	4604456	Application Date	10/20/2013
Registration Date	09/16/2014	Foreign Priority Date	04/23/2013
Word Mark	DESIGNED BY APPLE IN CALIFORNIA		
Design Mark	 The text "DESIGNED BY APPLE IN CALIFORNIA" is displayed in a large, bold, serif font, centered within a rectangular frame.		
Description of	NONE		

Mark	
Goods/Services	Class 009. First use: First Use: 2000/12/31 First Use In Commerce: 2000/12/31 Computers; computer hardware; computer monitors; computer peripheral devices; handheld digital electronic devices for Internet access, for use as a handheld computer, digital format audio and video player, personal digital assistant, electronic organizer, electronic notepad, electronic book reader, global positioning system (GPS) device, and camera, and for sending, receiving, and storing telephone calls and/or electronic mail and other digital data; digital format audio and video players; computer operating system software; wireless communication devices for voice, data, image, and multimedia transmission; computer hardware for communication between multiple computers and between computers and local and global computer networks; set top boxes; computer hardware for the reproduction, processing, playing and streaming of audio, video, images, and multimedia content, for controlling the operation of multimedia devices, and for viewing, searching, storing, and playing audio, video, images, and multimedia content; computer keyboards; computer mice; remote controls, electronic connectors, cables, chargers, docks, and adapters for use with computer and handheld digital electronic devices; cases for computers; batteries; battery chargers; headphones

Attachments	76116541#TMSN.png(bytes) 76117498#TMSN.png(bytes) 73566767#TMSN.png(bytes) 87499907#TMSN.png(bytes) 87499977#TMSN.png(bytes) 78146716#TMSN.png(bytes) 87607137#TMSN.png(bytes) 77388365#TMSN.png(bytes) 77499847#TMSN.png(bytes) 87536751#TMSN.png(bytes) 86096239#TMSN.png(bytes) NOO-SN 88143843.pdf(492388 bytes) EXHIBIT 1-NOO.pdf(4218008 bytes) EXHIBIT 2-NOO.pdf(303649 bytes) EXHIBIT 3-NOO.pdf(2837265 bytes) EXHIBIT 4-NOO.pdf(2906227 bytes) EXHIBIT 5-NOO.pdf(4012784 bytes) EXHIBIT 6-NOO.pdf(2503576 bytes) EXHIBIT 7-NOO.pdf(2207785 bytes) EXHIBIT 8-NOO.pdf(1713737 bytes) EXHIBIT 9-NOO.pdf(1076360 bytes) EXHIBIT 10-NOO.pdf(2249774 bytes)
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Signature	/William M. Bryner/
Name	William M. Bryner
Date	02/24/2020

**UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Application Serial No. 88/413,843

For the Mark: **PAPERAPPLE**

Filed: May 3, 2019

Published: August 27, 2019

APPLE INC.,

Opposer,

v.

PAPERAPPLE,

Applicant.

NOTICE OF OPPOSITION

APPLE INC. (“Opposer” or “Apple”), a California corporation with a principal place of business at One Apple Park Way, Cupertino, California 95014, will be damaged by the issuance of registration for the trademark shown in Application Serial No. **88/413,843** (“Applicant’s Mark”) for the goods and services identified in Classes 16 and 42 and hereby opposes the same.

As grounds for its opposition, Apple alleges as follows, with knowledge concerning its own acts, and on information and belief as to all other matters:

FACTS

1. Apple is the world-famous designer, manufacturer, and marketer of mobile communication and media devices and personal computers, and seller of a variety of related software, services, accessories, and third-party digital content and applications. Apple’s APPLE brand is one of the best-known brands in the world.

2. Since at least as early as 1977, Apple has extensively promoted, marketed, advertised, distributed, and sold goods and services in connection with a family of trademarks

consisting, in whole or in part, of the word APPLE or its graphic equivalent, the Apple Logo (shown below) depicting a stylized apple with a detached leaf (collectively, the “Apple Marks”).



3. Apple’s family of Apple Marks are distinctive, arbitrary, and fanciful marks that have achieved an extraordinary level of fame and consumer recognition. As a result of Apple’s extensive advertising, promotion, and use of the Apple Marks in connection with a variety of goods and services, the Apple Marks have acquired enormous goodwill, and are recognized immediately as identifying Apple’s APPLE-branded goods and services.

4. The Apple Marks are famous and distinctive within the meaning of Section 43(c) of the Lanham Act, 15 U.S.C. § 1125(c). The extraordinary level of fame and consumer recognition that the Apple Marks currently enjoy cannot be seriously disputed.

5. For many years, Apple’s APPLE brand (including the Apple Logo) has consistently been recognized as one of the world’s most famous brands. In May 2019, *Forbes* magazine ranked the APPLE brand as the world’s most valuable brand for the ninth year in a row, with an estimated valuation of \$206 billion. Attached as **Exhibit 1** are printouts of *Forbes* magazine articles regarding its list of the most valuable brands from 2019, 2018, 2017, 2016, 2015, 2014, 2013, 2012, and 2011, obtained from its website.

6. In 2019, for the eighth consecutive year, Apple won the *Harris Interactive* “Brand of the Year” award in the tablet computer category. Apple was also named the #1 brand in the smart phone category and the virtual personal assistant category. Attached as **Exhibit 2** is a printout of the *Harris Interactive* report obtained from the website at <https://theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year/>.

7. Additionally, Interbrand has consistently recognized the APPLE brand in the top 50 of its “Best Global Brands” annual rankings, increasing in value each year. After being named the second most valuable brand in the world in 2012, the next year the APPLE brand was ranked as the most valuable, and Apple has maintained that top position every year since (2013-2019). Attached as **Exhibit 3** are copies of relevant pages of Interbrand’s “Best Global Brands” rankings from 2010 through 2019, in reverse chronological order. Interbrand has awarded the APPLE brand the following rankings and brand valuations over the past 10 years:

- (a) 2019: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$234.24 billion;
- (b) 2018: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$214.48 billion;
- (c) 2017: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$184.15 billion;
- (d) 2016: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$178.12 billion;
- (e) 2015: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$170.28 billion;
- (f) 2014: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$118.86 billion;
- (g) 2013: valuing the APPLE brand as the most valuable brand in the world, with an estimated worth of U.S. \$98.32 billion;
- (h) 2012: valuing the APPLE brand as the 2nd most valuable brand in the world, with an estimated worth of U.S. \$76.57 billion;
- (i) 2011: valuing the APPLE brand as the 8th most valuable brand in the world, with an estimated worth of U.S. \$33.49 billion; and
- (j) 2010: valuing the APPLE brand as the 17th most valuable brand in the world, with an estimated worth of U.S. \$21.14 billion.

8. In 2019, leading market research and brand valuation company Millward Brown Optimor (“MBO”) named APPLE as the most valuable brand in the United States in its “Brandz™ Top 100 Most Valuable U.S. Brands” annual rankings. Last year, the inaugural year of MBO’s U.S. rankings, APPLE was named the second most valuable brand in the United States. Copies of MBO’s 2019 and 2018 “Brandz™ Top 100 Most Valuable U.S. Brands” annual rankings are attached as **Exhibit 4**.

9. Moreover, over the past 12 years, MBO has named APPLE as one of the world’s top brands in its “Brandz™ Top 100 Most Valuable Global Brands” annual rankings. In MBO’s 2019 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$309.5 billion. In MBO’s 2018 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$300.6 billion. In MBO’s 2017 rankings, Apple’s APPLE brand was ranked the second most valuable brand in the world with a value of \$234.67 billion. The 2016 rankings also ranked Apple’s APPLE brand the second most valuable brand in the world with a value of \$228.46 billion. In 2015, MBO named Apple the world’s most valuable brand, a rank it also held in 2011, 2012, and 2013. Apple’s APPLE brand ranked 2nd in 2014, 3rd in 2010, 6th in 2009, and 7th in 2008, clearly demonstrating recognition of the APPLE brand as one of the world’s most valuable for more than a decade. Attached as **Exhibit 5** are copies of relevant pages of MBO’s rankings in reverse chronological order from 2019 through 2008.

10. In addition, market research company OnePoll named Apple’s Apple Logo as the most instantly recognizable brand logo in the United States in 2019. Attached as **Exhibit 6** is a copy of OnePoll’s ranking of top 30 most recognizable brand logos.

11. Apple also has been widely recognized as an extremely valuable, innovative, and admired company. Each year since 2006, *Fortune Magazine* has published its list of “Most Admired Companies.” Apple has featured prominently in these rankings each year, and for 10 years in a row from 2009 to 2019, Apple has been named the “World’s Most Admired Company” for the year. Before 2009, *Fortune Magazine*’s list was limited to “America’s Most Admired Companies,” and Apple also topped that list in 2008. Attached as **Exhibit 7** are copies of printouts of relevant pages of *Fortune Magazine*’s “Most Admired Companies” rankings in reverse chronological order from 2019 through 2008.

12. Apple has long provided printed materials, stationary, gift wrapping, custom design and engraving, and related goods and services under its Apple Marks. For example, Apple provides gift wrapping under its Apple Marks, which includes a printed card and personalized message for the recipient. Apple also offers custom design and engraving under the Apple Marks where Apple customers can personalize their own text and emoji design for engraving on a variety of Apple’s products and accessories. Examples from Apple’s website at <https://www.apple.com/shop/engraving-and-gift-wrap> and <https://www.apple.com/airpods/> are shown below and attached as **Exhibit 8** and **Exhibit 9**.

Engraving and Gift Wrap

Now, it's personal.

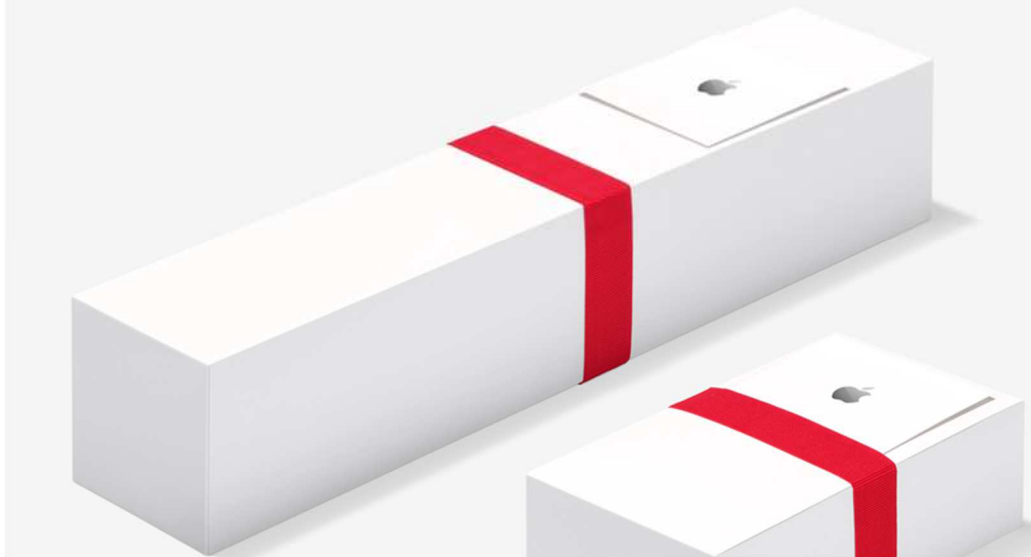
Have a favorite catchphrase? Want a way to tell your device from someone else's? Or make that special gift even more meaningful? Add free engraving to your AirPods, iPad, iPod touch, or Apple Pencil (2nd generation).

[Buy AirPods >](#) [Buy iPad >](#) [Buy iPod touch >](#) [Buy Apple Pencil >](#)



And now it's a gift.

Personalize your purchase with thoughtful gift options. You can ship select Apple products and accessories with a beautifully wrapped gift box and customized card, or a special message on the packing slip. Just choose from the available gift options for products in your Bag before checking out.



Personalized engraving






Something to smile about.


Personalized engraving, exclusively online.

[Learn more >](#) [Buy >](#)




13. Apple owns numerous United States applications and registrations on the Principal Register for the Apple Marks, including, without limitation, the following:

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
APPLE	3,226,289	Aug. 24, 2000 / April 10, 2007	Class 16: Printed materials and publications, namely, user manuals, brochures, pamphlets, all in the fields of business, creative design, computers, information technology, word processing, database management, multimedia, entertainment, and telecommunications (first used April 1, 1976)
	2,657,931	Aug. 24, 2000 / Dec. 10, 2002	Class 16: Printed materials and publications, namely, user manuals, booklets, brochures, pamphlets, all in the fields of business, creative design, computers, information technology, word processing, database management, multimedia, entertainment, and telecommunications; pens and pencils, binders (first used Jan. 6, 1979)
	1,401,154	April 4, 1985/ July 15, 1986	Class 16: hardware manuals; computer software manuals; stationery, namely, writing pads and note pads; gift cards; postcards; decals; pens; pencils (first used Jan. 6, 1979)
APPLE	87/499,907	June 21, 2017	Class 39: providing geographic and destination information, maps, route planning, traffic, parking, and road condition information, and driving, walking, and mass transit directions via computers, telecommunication networks, mobile phones, hand-held devices and wireless navigation devices; providing interactive maps; travel route planning; traffic information; parking location services; GPS navigation services; interactive online vehicle routing by computers and telecommunications networks; providing a website and an online searchable computer database featuring information regarding delivery services and booking for delivery of goods; gift wrapping; information, advisory and consultancy services relating to all the aforesaid (Priority date: Dec. 22, 2016)
	87/499,977	June 21, 2017	Class 39: providing geographic and destination information, maps, route planning, traffic, parking, and road condition information, and driving, walking, and mass transit directions via computers, telecommunication networks, mobile phones, hand-held devices and wireless navigation devices; providing interactive maps; travel route planning; traffic information; parking location services; GPS

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			navigation services; interactive online vehicle routing by computers and telecommunications networks; providing a website and an online searchable computer database featuring information regarding delivery services and booking for delivery of goods; gift wrapping ; information, advisory and consultancy services relating to all the aforesaid (Priority date: Dec. 22, 2016)
APPLE	2,808,567	Oct. 2, 2002 / Jan. 27, 2004	Class 42: Computer consultation, design, testing, research and advisory services; research and development of computer hardware and software; maintenance and repair of computer software applications; updating of computer software; computer programming services; providing information concerning computers and computer software over computer networks and global communication networks; computer services, namely, providing search engines for obtaining data on computer networks and global communication networks; leasing of computers, computer peripherals and computer software (First used Sept. 1980)
	2,753,069	July 23, 2002 / Aug. 19, 2003	Class 42: computer services, namely, displaying the images of others on a computer server; computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities; computer consultation, design , and testing services; consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; computer data recovery; computer programming for others; research and development of computer hardware and software; website design, creation; computer services, namely, designing web sites for others; computer services, namely, providing search engines for obtaining data on a global computer network; providing use of on-line non-downloadable software for communications via local or global communications networks, including the Internet, intranets, and extranets; computer consultation, namely, analyzing data to detect, eradicate, and prevent the occurrence of computer viruses; computer consultation, namely, services relating to the protection of computer hardware, computer software, computer networks and computer systems against computer viruses, attacks, or

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			failures; computer consultation, namely, services for optimizing the performance and functionality of computer software and communications networks; technical support services, namely, troubleshooting of computers, computer software, telecommunications, and the Internet systems; leasing of computers, computer peripherals and computer software; leasing computer facilities; providing information in a wide variety of fields over computer networks and global communication networks; computer services, namely, creating indexes of information, web sites and other information sources available on computer networks; providing information concerning a wide range of text, electronic documents, databases, graphics and audiovisual information (first used Sept. 1980)
TODAY AT APPLE	5,448,031	Sept. 13, 2017 / April 17, 2018	Class 42: Consulting services in the selection and use of computers, computer software, handheld and wearable digital electronic devices, audio products, home automation products, and other computer, electronic, and entertainment products (First used May 21, 2017)
APPLE STORE	3,710,912	Feb. 4, 2008 / Nov. 17, 2009	<p>Class 37: Maintenance, installation and repair of computer hardware, computer peripherals and consumer electronic devices. (First used May 19, 2001)</p> <p>Class 38: Technical consulting in the field of consumer electronics, namely, telephones, cellular telephones and wireless telecommunications devices; consulting services in the field of selection, implementation and use of consumer electronic systems for others, namely, telecommunications systems featuring telephones, cellular telephones and wireless telecommunications devices. (First used June 29, 2007)</p> <p>Class 41: Education and training services, namely, conducting classes, workshops, and seminars in the field of computers, computer software, online services, information technology, internet website design, music, photography and video products and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances; technical consulting in the field of</p>

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices. (First used May 19, 2001)</p> <p>Class 42: Technical support services, namely, troubleshooting computer hardware, computer peripheral, computer software and consumer electronic devices; installation, updating, maintenance and repair of computer software; technical consulting in the field of computers and computer-based consumer electronics; computer and consumer electronic diagnostic services; consulting services in the field of selection, implementation and use of computer hardware, computer software and computer-based consumer electronic systems for others; computer data recovery; consulting services in the field of selection, implementation and use of computer hardware and computer software for the operation of consumer electronic systems for others in the nature of audio, audiovisual and home and portable entertainment systems and devices. (First used May 19, 2001)</p>
APPLECARE	3,717,431	June 16, 2008 / Dec. 1, 2009	<p>Class 42: Technical support services, namely, troubleshooting of problems relating to computer hardware, computer peripherals, consumer electronic devices and computer software; providing technical support and troubleshooting information via the Internet, voice telecommunications networks and on-site for fixing problems relating to computer hardware, computer peripherals, computer software and consumer electronic devices; computer consultation, namely, services for optimizing the performance and functionality of computer hardware, computer peripherals, consumer electronic devices, computer software and computer networks (First used Oct. 25, 1982)</p>
	5,380,650	July 20, 2017 / Jan. 16, 2018	<p>Class 9: Computers; computer hardware; wireless communication devices for the transmission of voice, data, images, audio, video, and multimedia content; computer peripheral devices; cameras; digital audio and video recorders; radio transmitters and receivers; electrical and electronic connectors, couplers, and adapters; remote controls used for controlling computers, alarm, security and surveillance devices and systems, smoke and</p>

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			<p>carbon monoxide detectors and monitors, energy management devices and systems, lighting, electrical and electronic switches and outlets, and doors, windows, drapes, curtains, window shades, shutters, blinds and garage doors; alarms, alarm sensors, and alarm monitoring systems; electronic video surveillance products, namely, electronic components of security systems; smoke and carbon monoxide detectors; thermostats, monitors, sensors, and controls for air conditioning, heating, and ventilation devices and systems; electric and electronic door locks and latches; remote controls for opening and closing garage doors; lighting controls; electrical outlets; electrical and electronic switches. (First used Oct. 2016)</p> <p>Class 11: Light bulbs, lighting fixtures, and lamps; electric space heaters, air conditioners, and electric fans. (First used Oct. 2016)</p> <p>Class 42: computer programming; design and development of computer software; computer software development consulting services; support and consultation services for developing computer systems and applications; providing information in the field of computer software development online (First used Oct. 2016)</p>
<p>DESIGNED BY APPLE IN CALIFORNIA</p>	<p>4,604,456</p>	<p>Oct. 20, 2013 / Sept. 16, 2014</p>	<p>Class 9: Computers; computer hardware; computer monitors; computer peripheral devices; handheld digital electronic devices for Internet access, for use as a handheld computer, digital format audio and video player, personal digital assistant, electronic organizer, electronic notepad, electronic book reader, global positioning system (GPS) device, and camera, and for sending, receiving, and storing telephone calls and/or electronic mail and other digital data; digital format audio and video players; computer operating system software; wireless communication devices for voice, data, image, and multimedia transmission; computer hardware for communication between multiple computers and between computers and local and global computer networks; set top boxes; computer hardware for the reproduction, processing, playing and streaming of audio, video, images, and multimedia content, for controlling the operation of multimedia devices, and for viewing, searching, storing, and playing audio, video, images, and multimedia content; computer keyboards; computer mice; remote controls, electronic connectors, cables, chargers,</p>

TRADEMARK	REG./APP. NO.	APP. DATE/ REG. DATE	GOODS/SERVICES (FIRST USE/PRIORITY DATE)
			docks, and adapters for use with computer and handheld digital electronic devices; cases for computers; batteries; battery chargers; headphones (First used Dec. 31, 2000)

True and correct copies of the registration certificates and/or printouts from the United States Patent and Trademark Office online database for the above-identified registrations and/or applications are attached as **Exhibit 10**.

14. The above-identified registrations are valid and in full force and effect. Indeed, affidavits have been accepted, pursuant to Sections 8 and 15 of the Lanham Act, for U.S. Registrations Nos. 1,401,154; 2,657,931; 2,753,069; 2,808,567; 3,226,289; 3,710,912; and 3,717,431.

15. On May 3, 2019, notwithstanding Apple's prior rights, and well after Apple's Apple Marks became distinctive and/or famous, Paperapple ("Applicant") filed Application Serial No. 88/413,843 to register the mark PAPERAPPLE on an intent-to-use basis for "Art prints; Greeting cards; Wrapping paper" in Class 16 and "Custom design of surface pattern design, paper goods, and graphic art based on personal selections made by the customer" in Class 42 (collectively referred to herein as "Applicant's Goods and Services").

16. Apple is timely filing this Notice of Opposition and hereby opposes the registration of Applicant's Mark on the grounds that: (a) Applicant's Mark is likely to cause confusion, mistake, or deception under Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d); and (b) Applicant's Mark is likely to cause dilution under Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c).

FIRST GROUND FOR OPPOSITION
LIKELY TO CAUSE CONFUSION, OR TO CAUSE MISTAKE, OR TO DECEIVE

17. Apple hereby incorporates paragraphs 1-16 as if fully set forth herein.

18. There is no issue as to priority. Apple began using the Apple Marks in commerce at least as early as 1976, well prior to the May 3, 2019 filing date of Applicant's application.

19. Apple will be damaged by the registration of Applicant's Mark in connection with Applicant's Goods and Services because Applicant's Mark so closely resembles the Apple Marks as to be likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Applicant's Services or the affiliation between Applicant and Apple, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

20. Consumers encountering Applicant's Mark are likely to associate the mark with Apple because the mark incorporates Apple's APPLE Mark in its entirety, and the term "PAPER" is descriptive for Applicant's Goods and Services and is thus insufficient to distinguish Applicant's Mark from the Apple Marks. Moreover, the Apple Marks are so famous and instantly recognizable that the similarities in Applicant's Mark will overshadow any minor differences and cause the ordinary consumer to believe that Applicant is related to, affiliated with or endorsed by Apple.

21. Since long before Applicant's filing date, Apple has offered identical and/or highly related goods and services under its Apple Marks. Apple has long offered under and owns multiple registrations and applications for, and/or owns common law rights with respect to its Apple Marks covering printed materials, stationary, gift wrapping, design services, custom engraving, and related goods and services (see registrations and applications identified in Paragraph 13 above and associated goods and services highlighted in bold in that paragraph).

22. In light of the fame of the Apple Marks, consumers encountering Applicant's Mark are likely to believe Applicant's Goods and Services offered under Applicant's Mark are associated with, or approved, endorsed, or provided by Apple.

23. Lending further support to a finding of a likelihood of consumer confusion is the fact that Applicant's Services are not limited to any particular channel of trade. It must therefore be presumed that Applicant's Goods and Services will be offered through the same channels of trade as the goods and services covered by Apple's prior registrations.

24. Apple would be damaged by the registration of Applicant's Mark in connection with Applicant's Goods and Services because Applicant's Mark so closely resembles the Apple Marks that it is likely to cause confusion, mistake, or deception in the minds of consumers as to the origin or source of Applicant's Goods and Services, or the affiliation or connection between Applicant and Apple, in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

SECOND GROUND FOR OPPOSITION
DILUTION OF A FAMOUS MARK

25. Apple hereby incorporates paragraphs 1-24 as if fully set forth herein.

26. For years prior to Applicant's filing date, Apple has offered and become famous for the provision of software and other goods and services under its Apple Marks. *See, e.g., Apple Inc. v. Homer Martin Peavy*, No. 91229208, 2019 WL 5595078 (T.T.A.B. Sept. 30, 2019) ("... Opposer's very well-known APPLE mark . . ."); *Apple Inc. v. Relix LLC Apple Corps Ltd. v. Relix LLC*, No. 78822935, 2012 WL 4460466 (T.T.A.B. Sept. 12, 2012) ("Based upon the evidence of record. . . we find that opposers have made an overwhelming showing that opposer Apple Inc.'s APPLE mark is famous. . . "); *Apple Inc. v. Echospin, LLC*, No. 91171592, 2010 WL 2783894 (T.T.A.B. June 29, 2010) ("The evidence clearly establishes that both the APPLE word mark and the APPLE design logo are famous marks.").

27. Apple will also be damaged by registration of Applicant's Mark because the mark is likely to cause dilution of the distinctiveness of the famous Apple Marks by eroding consumers' exclusive identification of the Apple Marks with Apple, and by otherwise lessening the capacity of the Apple Marks to identify and distinguish the goods and services of Apple, in violation of Section 43(c)(1) of the Lanham Act, 15 U.S.C. § 1125(c)(1).

28. Specifically, Applicant's Mark is likely to cause dilution by blurring of the famous Apple Marks based on a number of relevant considerations including, without limitation, the following:

(a) Applicant's Mark is highly similar in appearance, meaning, and commercial impression to Apple's famous Apple Marks;

(b) Apple's Marks are inherently distinctive and, due to Apple's extensive use and promotion, the Apple Marks also became famous prior to the filing date of Applicant's application;

(c) Apple has engaged in substantially exclusive use of the Apple Marks; and

(d) the Apple Marks are famous and widely recognized by the general consuming public and has been widely recognized since long before Applicant's filing date.

29. If Applicant is granted the registration herein opposed, it would thereby obtain a *prima facie* exclusive right to use Applicant's Mark in connection with Applicant's Goods and Services. Such registration would damage and injure Apple.

30. In light of Apple's prior rights in—and the fame associated with—the Apple Marks, Applicant is not entitled to registration of Applicant's Mark.

WHEREFORE, Apple requests that this opposition be sustained and that the registration of Application Serial No. 88/413,843 be denied.

The opposition fee in the amount of \$800.00 for an opposition in two classes is being

submitted herewith. If for any reason this amount is insufficient, please charge any deficiency to Apple's attorneys' Deposit Account No. 20-1430. This paper is filed electronically.

Dated: February 24, 2020

Respectfully submitted,

**KILPATRICK TOWNSEND &
STOCKTON LLP**

By: /s/ William Bryner

William Bryner
Kilpatrick Townsend & Stockton LLP
1001 West Fourth Street
Winston-Salem, NC 27101
Telephone: (336) 607-7482
Facsimile: (336) 734-2656

Noah Drake
Two Embarcadero Center, Suite 1900
San Francisco, CA 94111
Telephone: (415) 576-0200
Facsimile: (415) 576-0300

Attorneys for Opposer Apple Inc.

**UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Application Serial No. 88/413,843

For the Mark: **PAPERAPPLE**

Filed: May 3, 2019

Published: August 27, 2019

APPLE INC.,

Opposer,

v.

PAPERAPPLE,

Applicant.

NOTICE OF OPPOSITION

CERTIFICATE OF TRANSMITTAL

I hereby certify that a true copy of the foregoing NOTICE OF OPPOSITION is being filed electronically with the TTAB via ESTTA on this day, February 24, 2020.

/s/ Alberto Garcia
Alberto Garcia

EXHIBIT 1

Billionaire Secrets

The World's Most Valuable Brands

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	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$205.5 B	12%	\$265.8 B	-	Technology
	#2	Google	\$167.7 B	27%	\$136.2 B	\$6.4 B	Technology
	#3	Microsoft	\$125.3 B	20%	\$110.2 B	\$1.6 B	Technology
	#4	Amazon	\$97 B	37%	\$211.4 B	\$8.2 B	Technology
	#5	Facebook	\$88.9 B	-6%	\$48.8 B	\$1.1 B	Technology
	#6	Coca-Cola	\$59.2 B	3%	\$23.8 B	\$4.1 B	Beverages
	#7	Samsung	\$53.1 B	11%	\$221.6 B	\$3.6 B	Technology

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
							
	#8	Disney	\$52.2 B	10%	\$33.8 B	\$2.8 B	Leisure
	#9	Toyota	\$44.6 B	0%	\$190.8 B	\$4.6 B	Automotive
	#10	McDonald's	\$43.8 B	6%	\$96.1 B	\$389 M	Restaurants

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Education

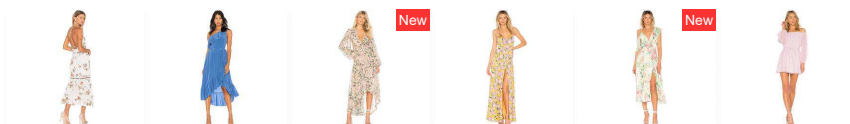
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Billionaire Secrets

The World's Most Valuable Brands



REVOLVE






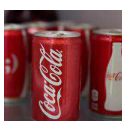

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	#1	Apple	\$182.8 B	8%	\$228.6 B	-	Technology
	#2	Google	\$132.1 B	30%	\$97.2 B	\$5.1 B	Technology
	#3	Microsoft	\$104.9 B	21%	\$98.4 B	\$1.5 B	Technology
	#4	Facebook	\$94.8 B	29%	\$35.7 B	\$324 M	Technology
	#5	Amazon	\$70.9 B	31%	\$169.3 B	\$6.3 B	Technology
	#6	Coca-Cola	\$57.3 B	2%	\$23.4 B	\$4 B	Beverages
	#7	Samsung	\$47.6 B	25%	\$203.4 B	\$4.5 B	Technology

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2018 RANKING




#8 Disney \$47.5 B 8% \$30.4 B \$2.6 B Leisure



#9 Toyota \$44.7 B 9% \$176.4 B \$3.8 B Automotive



#10 AT&T \$41.9 B 14% \$160.5 B \$3.8 B Telecom



▶ ×
REVOLVE



#11 McDonald's \$41.4 B 3% \$90.9 B \$533 M Restaurants



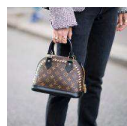
#12 GE \$37.2 B -2% \$104.9 B - Diversified



#13 Mercedes-Benz \$34.4 B 18% \$116.9 B - Automotive



#14 Intel \$34.1 B 9% \$62.8 B \$1.4 B Technology



#15 Louis Vuitton \$33.6 B 17% \$12.9 B \$5.4 B Luxury



#16 Cisco \$32.4 B 5% \$48.1 B \$209 M Technology



#17 IBM \$32.1 B -4% \$79.1 B \$1.4 B Technology



#18 NIKE \$32 B 8% \$33.3 B \$3.3 B Apparel



#19 Verizon \$31.4 B 9% \$126 B \$2.6 B Telecom



#20 BMW

\$31.4 B

9%

\$86.8 B

-

Automotive



#21 Oracle

\$30.8 B

6%

\$39.5 B

\$95 M

Technology



#22 Marlboro

\$26.6 B

10%

-

\$859 M

Tobacco



#23 SAP

\$26.2 B

10%

\$25.4 B

-

Technology



#24 Honda

\$25.5 B

6%

\$120.4 B

-

Automotive



#25 Budweiser

\$25.5 B

4%

\$11.6 B

-

Alcohol



#26 Walmart

\$24.9 B

3%

\$335.5 B

\$3.1 B

Retail



#27 Visa

\$24.5 B

15%

\$18.4 B

-

Financial Services



#28 American Express

\$23.1 B

-6%

\$35.6 B

\$3.2 B

Financial Services



#29 Pepsi

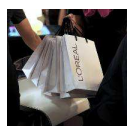
\$18.4 B

1%

\$9.7 B

\$2.4 B

Beverages



#30 L'Oréal

\$17.2 B

10%

\$10.1 B

\$8 B

Consumer Packaged Goods

Forbes

2018 RANKING



#31

Nescafe

\$17.1 B

2%

\$9.1 B

-

Beverages



#32

Gillette

\$17.1 B

-11%

\$6.6 B

\$7.1 B

Consumer Packaged Goods



#33

Home Depot

\$16.4 B

10%

\$100.9 B

\$797 M

Retail



#34

Starbucks

\$16.2 B

9%

\$21.9 B

\$283 M

Restaurants



#35

Hermès

\$15.3 B

17%

\$6 B

\$298 M

Luxury



#36

Gucci

\$14.9 B

18%

\$6.7 B

-

Luxury



#37

Audi

\$14.8 B

5%

\$59.1 B

-

Automotive



#38

Accenture

\$14.8 B

5%

\$39.1 B

\$80 M

Business Services



#39

ESPN

\$14.6 B

-8%

\$11.4 B

\$2.6 B

Media



#40

IKEA

\$14.5 B

7%

\$39.3 B

-

Retail



#41

Frito-Lay

\$14.4 B

5%

\$11.4 B

\$2.4 B

Consumer Packaged Goods



#42

Ford

\$14.1 B

3%

\$149.3 B

\$4.1 B

Automotive

Forbes

2018 RANKING



#43 Wells Fargo \$13.5 B 3% \$97.7 B \$614 M Financial Services



#44 UPS \$13.3 B 3% \$65.9 B - Transportation



#45 CVS \$13.2 B 3% \$184.8 B \$230 M Retail



#46 Zara \$13 B 16% \$18.9 B - Retail



#47 H&M \$13 B -8% \$22.5 B - Retail



#48 Siemens \$12.8 B 11% \$90 B - Diversified



#49 Mastercard \$12.4 B 10% \$12.5 B \$898 M Financial Services



#50 HP \$12.4 B -6% \$80.9 B \$544 M Technology

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\$2,698



#51 J.P. Morgan \$11.9 B 6% \$47.4 B \$2.9 B Financial Services



#52 HSBC \$11.9 B 4% \$76.6 B - Financial Services



#53 Nestle \$11.7 B 5% \$8.6 B - Consumer Packaged Goods



#54 Fox \$11.7 B 9% \$16.3 B \$2.2 B Media

Forbes

2018 RANKING



#55 Netflix \$11.5 B 35% \$11.7 B \$1.1 B Technology



#56 Chevrolet \$11.5 B 11% \$81 B \$4.3 B Automotive



#57 Pampers \$11.4 B -2% \$8.5 B \$7.1 B Consumer Packaged Goods



#58 Porsche \$11 B 14% \$25.5 B - Automotive



#59 Cartier \$10.6 B 14% \$6.3 B - Luxury



#60 Bank of America \$10.4 B 15% \$81.7 B \$1.7 B Financial Services

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pearl s...
\$2,698



#61 Red Bull \$10.4 B 19% \$6.8 B - Beverages



#62 Ebay \$10.3 B -5% \$8.6 B \$1.3 B Technology



#63 Sony \$10.2 B 23% \$62.8 B \$3.1 B Technology



#64 Chase \$10.2 B 12% \$55.1 B \$2.9 B Financial Services



#65 Citi \$10.1 B 10% \$88 B \$1.6 B Financial Services



#66 Colgate \$10 B 2% \$5.3 B \$1.6 B Consumer Packaged Goods

Forbes

2018 RANKING



#67 Danone \$10 B -2% \$10.6 B - Consumer Packaged Goods



#68 Adidas \$9.5 B 20% \$20.6 B \$2.3 B Apparel



#69 Lexus \$9.5 B 4% \$20.7 B \$3.8 B Automotive



#70 Nissan \$9.4 B 5% \$95.2 B \$2.6 B Automotive

CB2

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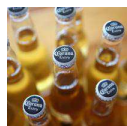
#71 Rolex \$9.3 B 7% \$4.6 B - Luxury



#72 T-Mobile \$9 B 18% \$38.7 B \$1.8 B Telecom



#73 Kraft \$8.8 B -4% \$6.5 B \$629 M Consumer Packaged Goods



#74 Corona \$8.8 B 16% \$5.7 B - Alcohol



#75 Hyundai \$8.7 B -2% \$81.8 B \$2.1 B Automotive



#76 Santander \$8.7 B 5% \$49.5 B \$820 M Financial Services



#77 BASF \$8.6 B 9% \$69.9 B - Diversified



#78 Lowe's \$8.5 B 16% \$68.6 B \$968 M Retail

Forbes

2018 RANKING



#79 Huawei

\$8.4 B

15%

\$85.9 B

-

Technology



#80 Adobe

\$8.3 B

13%

\$7.3 B

\$142 M

Technology



“With Watson, we can pay special attention to millions of customers at once.”

Henrique Albuquerque, Bradesco Bank

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#81 FedEx

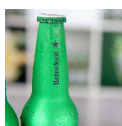
\$8.3 B

11%

\$63.9 B

\$458 M

Transportation



#82 Heineken

\$8.2 B

7%

\$5.6 B

-

Alcohol



#83 Goldman Sachs

\$8.2 B

11%

\$42.3 B

-

Financial Services



#84 Kellogg's

\$8.2 B

-3%

\$5.8 B

\$731 M

Consumer Packaged Goods



#85 Boeing

\$8.1 B

14%

\$93.4 B

-

Aerospace



#86 Costco

\$8 B

15%

\$136 B

-

Retail



#87 Chanel

\$8 B

10%

\$5.6 B

-

Luxury



#88 Lancôme

\$8 B

13%













\$5.3 B

\$8 B

Consumer Packaged Goods

Forbes

2018 RANKING

	#89	Nivea	\$7.9 B	14%	\$4.7 B	\$1.6 B	Consumer Packaged Goods
	#90	Volkswagen	\$7.9 B	16%	\$99.6 B	-	Automotive
	#91	LEGO	\$8.6 B	-1%	\$5.1 B	-	Leisure
	#92	Panasonic	\$7.8 B	12%	\$68.4 B	-	Technology
	#93	Philips	\$7.7 B	6%	\$26.8 B	\$1 B	Diversified
	#94	RBC	\$7.7 B	12%	\$37.4 B	-	Financial Services
	#95	Allianz	\$7.6 B	11%	\$118.7 B	-	Financial Services
	#96	Uniqlo	\$7.5 B	12%	\$13 B	\$608 M	Apparel
	#97	Walgreens	\$7.5 B	8%	\$84.7 B	\$571 M	Retail
	#98	PayPal	\$7.5 B	33%	\$13.1 B	\$438 M	Technology
	#99	Dell	\$7.5 B	18%	\$76.8 B	-	Technology
	#100	KFC	\$7.4 B	15%	\$24.5 B	\$245 M	Restaurants



The 10 Biggest Fintech Companies In America

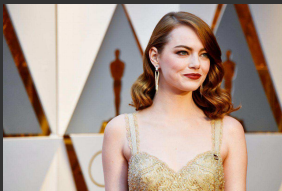
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Rank





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Search by brand name



	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#1	Apple	\$170 B	10%	\$214.2 B	\$1.8 B	Technology
	#2	Google	\$101.8 B	23%	\$80.5 B	\$3.9 B	Technology
	#3	Microsoft	\$87 B	16%	\$85.3 B	\$1.6 B	Technology
	#4	Facebook	\$73.5 B	40%	\$25.6 B	\$310 M	Technology
	#5	Coca-Cola	\$56.4 B	-4%	\$23 B	\$4 B	Beverages
	#6	Amazon	\$54.1 B	54%	\$133 B	\$5 B	Technology
			\$43.9 B	11%	\$30.7 B	\$2.9 B	Leisure

	Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Company Advertising	Industry
	#7	Disney					
	#8	Toyota	\$41.1 B	-2%	\$168.8 B	\$4.3 B	Automotive
	#9	McDonald's	\$40.3 B	3%	\$85 B	\$646 M	Restaurants
	#10	Samsung	\$38.2 B	6%	\$166.7 B	\$3.7 B	Technology

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Russian Billionaires Got \$29B Since Trump's Win



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FORBES 5/11/2016 @ 9:45AM | 173,421 views

Apple, Google Top The World's Most Valuable Brands Of 2016

Apple's 13-year run of quarterly revenue growth came to a crashing halt last month when the tech giant reported revenue of \$50.6 billion, off 13% thanks to soft iPhone sales and a slowdown in China. The gloom-and-doom sentiment around the company has reached a zenith with the stock off 30% from its all-time peak 12 months ago.



(AP Photo/Matthias Schrader, File)

But Forbes' annual study of the world's most valuable brands shows that Apple is still in a class by itself with a value of \$154.1 billion, 87% more than second-ranked Google. It is the sixth straight time Apple has finished first since Forbes began valuing the richest brands in 2010.

"Brands get their value from how customers perceive them," says David Reibstein, a professor of marketing and branding expert at the [University of Pennsylvania's Wharton School](#).

"What makes it valuable from a company perspective is that customers are willing to pay a higher price or are more likely to buy."

The Apple brand hits a home run on both fronts. Apple-philes will cry blasphemy, but Apple phones are not that distinct from the latest Samsung gadget, hence why the two companies are always suing each other. Yet, Apple commands a premium price and accounts for nearly half the smartphones sold in the U.S., along with 75 million sold globally during the December holiday quarter.

[The World's Most Valuable Brands 2016](#)



Apple dominates in a consumer tech industry where brand matters. Revenue fell in the latest quarter, but the release of the iPhone 7 will certainly have fans of the brand lining up for hours outside stores in the fall ahead of the unveiling. The adulation helped the company generate \$53 billion in net income last year.

“The chance to make a memory is the essence of brand marketing,” said a young [Steve Jobs](#) after co-founding Apple. The brand has done that by creating a connection with customers through music, phones and computing. It now wants to do the same in watches, TVs and payments with more categories, like autos, also on its radar.

No. 2 Google leapfrogged Microsoft this year and closed the gap on Apple with its brand value up 26% to \$82.5 billion (Apple’s brand rose 6%). Google became a division of the newly formed Alphabet last year, but the search engine brand is still the company’s bread-and-butter profit center subsidizing “Other Bets” like self-driving cars, Google Fiber, Calico and Nest, which lost \$3.6 billion last year.

People are much more likely to use Google than Bing even though the search results might not differ much because of the Google brand. Google has become the generic term for search, which is the ultimate in branding power. Reibstein is awed with how Google treats its logo, which he says is the “antithesis of what everybody teaches about branding.” Some companies employ brand police to track the use of their logos to ensure the proper fonts and colors. Not Google. It changes the logo on its homepage every day with a clever new doodle.

Rounding out the top five are Microsoft (\$75.2 billion), Coca-Cola (\$58.5 billion) and Facebook (\$52.6 billion).

[Full List: The World's Most Valuable](#)

Brands

Facebook, up 44%, is the fastest-growing brand in the top 100 for the second straight year. The number of active users has surged to 1.65 billion. The average user spends 50 minutes daily using Facebook and Instagram (our brand value excludes the financial impact of Instagram). New York Times [columnist James Stewart](#) notes that is more time than people spend reading (19 minutes), participating in sports and exercise (17 minutes) and socializing (4 minutes) combined. Time is the ultimate measure of brand engagement.

“Facebook keeps innovating and adding more and more functionally and features,” says Reibstein. “Companies are figuring out how to use Facebook, so their revenue is growing. The transformation with what they are doing with their core business is incredible.”

We considered more than 200 global brands to determine the final list of the world's 100 most valuable brands. The brands were required to have more than a token presence in the U.S., which knocked out some big brands like multinational telecom firm [Vodafone](#) and Chinese e-commerce giant [Alibaba](#). The top 100 includes product brands like Marlboro, owned by Altria and Philip Morris International, as well as brands marketed under their corporate name like McDonald's.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the complete methodology).

The 100 most valuable brands span 16 countries and cross 19 broad industry categories. Brands from U.S.-based companies make up just over half the list with 52 brands. The next greatest number are from Germany (11 brands), Japan (8) and France (6). Tech brands are the most common with 17, including the top three. Financial services companies landed 13 brands in the top 100 led by American Express at No. 24. Other big industries included automotives (12) and consumer packaged goods (10), followed by luxury and retail, which both secured eight spots.

The biggest decliner was IBM, off 17% to \$41.4 billion and No. 7 overall. Big Blue has reported 16 straight quarters of revenue declines. Revenue in the latest quarter was the company's lowest in 14 years. "People have trouble defining what IBM is today," says Reibstein, who says the one thing that might save IBM is its artificial intelligence technology platform Watson, which the company is doubling down on by featuring the technology in its ad campaigns.

Seven brands cracked the top 100 for the first time led by CVS at No. 47 with a value of \$11.7 billion. The average brand rose 6% in value compared to 2015. The cumulative brand value of the top 100 is \$1.8 trillion with the cut-off at \$6.7 billion for No. 100 Costco.

Special Report: The World's Most Valuable Brands



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**Kurt Badenhausen**Forbes Staff*I cover sports business with rare dips in education & local economies***BUSINESS** 5/13/2015 @ 9:57AM | 177,788 views

Apple And Microsoft Head The World's Most Valuable Brands 2015

Leadership changes are challenging. They can be even tougher when an iconic company founder is replaced. Nike and Starbucks both stumbled after [Phil Knight](#) and [Howard Schultz](#) stepped down from leading their respective companies. [Steve Jobs](#) was ousted from Apple in 1985 and the company entered a near death spiral in the early 1990s. But Jobs returned in 1996 to lead the company to unprecedented heights. In Apple's latest transition, the train keeps on rolling under CEO Tim Cook, who replaced Jobs in 2011. "The brand promise with Apple is so strong and they continue to deliver on that," says Kevin Lane Keller, a branding expert and professor at Dartmouth's [Tuck School of Business](#).

[The World's Most Valuable Brands 2015](#)

The Apple brand is now worth \$145.3 billion by our count, up 17% over 2014. The brand ranks on top of Forbes' list of the World's Most Valuable Brands for a fifth straight time and is worth twice as much as any other brand on the planet. The company sold 74.8 million smartphones worldwide in the fourth quarter of 2014 with phone sales up 49%. It was the first quarter Apple sold more phones than Samsung since 2011 (Samsung regained its No. 1 position in the first quarter of 2015). Apple is making money hand over fist with an \$18 billion profit in the fourth quarter, up 33% from the prior year.

While Samsung spends nearly \$4 billion on advertising to sway consumers, Apple spent only one-third as much at \$1.2 billion last year. The company relies on its avid fan base more than Madison Avenue to promote its products.

Apple revolutionized four industries over the past 15 years with the launch of the iPhone, iPad, iPod and iTunes. Its next target is watches. The Apple Watch launched in April. Forecasts for first year sales are all over the map and typically range between eight million and 15 million. Analysts at Piper Jaffrey expect watches to represent 10% of Apple's 2017 revenue. Keller is skeptical of the potential of the Watch, but recognizes the incredible track record Apple has to produce great products. "If the watch turns out to be a success, it is going to fuel the company and brand even more," says Keller.



Microsoft ranks as the second most valuable brand worth \$69.3 billion, up 10%. After years of getting beaten up in the press and by users, the \$94-billion-in-sales company is suddenly [cool again](#) under CEO [Satya Nadella](#), just the company's third leader in 40 years. The company is intriguing developers and introducing captivating products like its HoloLens, a headset which brings hi-def holograms to life using Windows. "We want to move from people needing Windows to choosing Windows, to loving Windows. That is our bold goal," said Nadella at the Windows 10 launch event in January.

The company poured \$11 billion into research and development last year. Windows 10 will be released this summer and is expected to be the last major release of the venerable operating system. Future updates will be in an "ongoing manner." The company wants one billion Windows 10 users by 2018.

Microsoft is no longer the 800-pound gorilla in the tech space, which has softened some of the criticism, but Keller is looking for consumers to want to engage with the brand before he labels it cool again. "I can see why people have stopped hating them, but can't see why people would start loving them," says Keller.

Rounding out the top five are Google (\$65.6 billion), Coca-Cola (\$56 billion) and IBM (\$49.8 billion).

We determined the most valuable brands by starting with a universe of more than 200 global brands. We required brands to have at least some presence in the U.S., which knocked out big brands like Chinese internet giant [Tencent](#) and multinational telecom firm Vodafone. The top 100

includes product brands like Procter & Gamble-owned Gillette as well as brands marketed under their corporate name like IBM.

Forbes valued these brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), Japan (7) and France (7). Tech brands are the most prevalent with 15, including half of the top 20. Automotive and consumer packaged goods companies both landed 13 brands within the top 100. Toyota was the top auto brand at No. 8, worth \$37.8 billion, while Gillette headed the CPG brands at No. 26, worth \$20.4 billion.

[Facebook](#) registered the biggest gain of any brand in the top 100, up 54%. It cracks the top 10 for the first time with value of \$36.5 billion. Facebook had 936 million active daily users as of March 2015 with 83% of those outside the U.S. The brand has emerged as a competitor to YouTube regarding video. In April the company reported that it delivered four billion video views daily compared to one billion just seven months earlier. Other big gainers in the top 100 include: Amazon.com (+32%) and Disney (+26%). Adidas (-14%) and Danone (-13%) had the biggest drops.

[Full List: The World's Most Valuable Brands](#)

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**Kurt Badenhausen**Forbes Staff*I cover sports business with rare dips in education & local economies***BUSINESS** 11/05/2014 @ 7:13AM | 161,807 views

Apple, Microsoft And Google Are World's Most Valuable Brands

[The World's Most Valuable Brands 2014](#)

A strong brand name is an incredibly valuable asset. Consumer companies in particular devote huge chunks of time and resources to solidify and expand their brands. “A valuable brand delivers a return for the company on two dimensions,” says David Reibstein, professor of marketing at the [University of Pennsylvania’s Wharton School](#). “Either it allows the company to charge a premium price or it adds more volume or market share.”

When it comes to charging a premium price and moving product, no one does it better than Apple. There are other phones and tablets that are functionally comparable or arguably better than the iPhone and iPad, but the Apple brand carries tremendous weight and credibility, and customers are willing to pay up for that. The company sold 39.3 million iPhones in its latest quarter and could sell as many as 60 million during the last three months of 2014 with the holiday selling season. Apple also moved 12.3 million iPads and 5.5 million Macs last quarter.

Add it all up and the Apple brand is worth \$124.2 billion and almost twice as much as any other brand in Forbes’ annual study of the world’s most valuable brands. The value of the Apple brand is up 19% over last year. Apple’s strong brand and innovative products allowed it to redefine four industry categories over the past 13 years with the launches of the iPhone, iPad, iPod and iTunes. The next industries on Apple’s hit list are smartwatches with the Watch and financial payments with Apple Pay. Premium pricing pushes up Apple’s operating profit margins to

33%, and the company generated \$50 billion in free cash flow for the fiscal year ended in September.

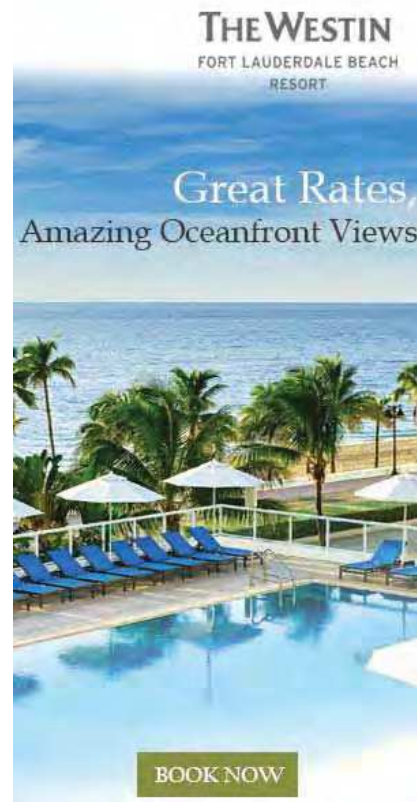
Microsoft ranks second with a value of \$63 billion, up 11% after being flat the previous three years, as the brand works to make the transition to a mobile world. Microsoft has recently had more success with its move away from the PC and software licensing model towards cloud offerings.

Microsoft inked a five-year, \$400 million sponsorship deal with the NFL last year. The pact requires the NFL to use Surface tablet computers on the sideline that download high-def photographs of plays as they occur. Unfortunately for Microsoft the arrangement has provided more evidence of the power of the Apple brand, as announcers and players repeatedly [refer to the Surface tablets](#) as iPads and one player called them “[knockoff iPads](#).” Microsoft is still a bit player in tablets and phones. “There is a lot of catching up to do,” says Reibstein. “They are going to have to work to overcome the brand disadvantage they have in those areas.”

Google shoots up two spots to No. 3 among the top brands with a value of \$56.6 billion, up 19%. Google is the generic term for the search category, but what separates Google from brands like Kleenex and Xerox is the amount of money it generates from its ad-driven business. The Google brand generated \$16 billion in earnings before interest and taxes over the last 12 months, and it is one of the biggest ad spenders in tech at \$2.8 billion in 2013. “With a well known brand, people trust it a lot more, and part of what is happening with Google is a matter of trust,” says Reibstein.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have some presence in the U.S., which eliminated big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which has almost twice as many mobile subscribers as any other brand (Vodafone is second in mobile). The final list includes product brands like Anheuser-Busch InBev-owned Budweiser and brands that are marketed under their corporate name like IBM, which ranks fifth overall.

Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each



industry (e.g., high for luxury goods and beverages, low for airlines and oil companies). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value (click [here](#) for the full methodology).

The 100 most valuable brands span 15 countries across 20 broad industry categories. Brands from U.S.-based companies make up just over half the list with the next biggest representation from Germany (9 brands), France (7) and Japan (5). Tech brands are the most prevalent with 16, including 11 of the top 25. Automotive companies landed 16 brands in the top 100 led by Toyota at No.9, worth \$31.3 billion.

Sandwiched around IBM are a couple of brands facing the challenges of people's changing eating and drinking habits, particularly in the U.S. Coca-Cola's value rose 2% to \$56.1 billion, placing it fourth. "When you are selling sugar and water, your brand better be very important," says Reibstein. The Coca-Cola brand is still extremely valuable, but it operates in an industry with few growth prospects. Coca-Cola sold 13.5 billion cases globally of its signature brand in 2013, up just 0.6% from the prior year. The McDonald's brand is sixth overall, worth \$39.9 billion, but up just 1%. McDonald's has been working to make its menu appear more health conscious, but many consumers aren't buying it. Global same-store sales slid 3.3% in the third quarter.

The biggest gainer in the top 100 was Facebook, up 74% for a value of \$23.7 billion and No. 18 overall. Various surveys report that fewer teens are using the social sharing site, but the Facebook brand still carries tremendous weight with 864 million daily active users in September. Revenue for the latest quarter jumped 59% with advertising representing 92.5% of total revenue. Other big gainers in the top 100 include Amazon.com (+45%), Starbucks (+25%), Toyota (+22%) and Nike (+22%).

[Full List: The World's Most Valuable Brands](#)

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Apple Dominates List Of The World's Most Valuable Brands

[The World's Most Valuable Brands](#)

Apple has set the bar incredibly high over the past decade. The expectations have some fans grumbling about the lack of transformational products during recent launches. The company has largely upgraded existing product lines instead of releasing anything as revolutionary as its last huge category changer in 2010, the iPad. Speculation swirls about whether the Cupertino, Calif.-based company has peaked, with well-funded competitors like Samsung and Google also challenging Apple. Wall Street seems to think so — Apple's stock plummeted 45% from its September 2012 high before partially recovering in the past six months.

But Forbes' study of the top brands illustrates that the Apple name is as strong as ever. Apple is the most valuable brand in the world for a third straight time at \$104.3 billion, up 20% over last year. It is worth nearly twice as much as any other brand on the planet by our count.

"The heart of a great brand is a great product," says Kevin Lane Keller, branding expert and professor at Dartmouth's [Tuck School of Business](#). Apple remains a vital part of people's everyday lives, and the brand continues to capture consumer's imaginations (and wallets) in a range of products across different industries.

The company sold a record 33.8 million iPhones in its latest quarter. It also moved 14.1 million iPads and 4.6 million Macs. Roughly 30 billion songs have been sold on iTunes since it launched in 2003. Sales of iPods are down, as people turn

to their phones as music players, but Apple still sold 3.5 million iPods in its fiscal fourth quarter and 26.4 million for the year.

Design has been a large contributor to the strength of the Apple brand. “Design is how a product works, how it looks, how it feels. It’s functional and aesthetic. Apple has embraced that in the fullest sense possible in terms of making products simple, but also good looking and attractive,” says Keller.



[Full List: The World's Most Valuable Brands](#)

Microsoft ranks second with a brand worth \$56.7 billion. The value of the brand is flat over the past three years, as Microsoft struggles to make the transition from a PC to a mobile world. Growth has slowed, but it is still one of the most profitable brands in the world with operating margins of 34% in its latest fiscal year. The company's \$2.6 billion ad budget is one of the biggest in tech.

Coca-Cola is the only non-tech brand to crack the top five, ranking No. 3 with a brand value of \$54.9 billion. Coca-Cola sold 13.5 billion cases of its signature drinks in 2012, up 3% from the prior year thanks to growth outside the U.S. Those sales represent half of the company's soda revenue. The brand became the first to record 50 million "likes" on Facebook last year and currently has 75 million fans on the social media site.

To determine the best brands, we started with a universe of more than 200 global brands. We required brands to have a presence in the U.S., which eliminated some big brands like multinational telecom firm [Vodafone](#) and state-owned [China Mobile](#), which is the world's largest mobile phone provider. The final list includes product brands like Procter & Gamble-owned Gillette and corporate brands like IBM, which ranks fourth.

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Ninth-ranked Samsung had the strongest one-year gain of any brand in the top 100, up 53% to \$29.5 billion. Samsung's value soared 136% over the past three years. Sales for Samsung's Galaxy S4 smartphone have been on fire and the company also benefits from its market leading position with memory chips. Samsung's smartphone shipments rose 40% to 81.2 million in the third quarter, according to IDC. Its 31.4% market share is larger than the next four brands combined.

Samsung has poured money into marketing, particularly in sports, to highlight its innovative products. South Korean-based Samsung Electronics has been an Olympic sponsor since the 1988 Seoul Olympic Games. It uses global sports stars like track and field's Usain Bolt and figure skater Kim Yu Na in its advertising. Samsung's most high profile sports team deal is its \$24 million a year jersey sponsorship of European soccer champion Chelsea. The company's ad budget hit \$4.4 billion last year.

"Really strong brands are highly innovative and highly relevant, so they are always moving forward in the right direction with products and services that really appeal to people and are distinctive and different," says Keller.

Samsung and Apple have been on remarkable runs, but they only need to look across the mobile space to see how quickly the value of a brand can collapse in the complex, fast moving technology world. Forbes valued the Blackberry brand at \$6.1 billion last year, but just \$2.2 billion this year and outside the top 100. Three years ago, Forbes deemed the Nokia brand worth \$27.3 billion, ninth highest in the world. Today we figure it is worth \$7 billion, which ranks No. 71. The value is down 55% from last year as the brand, like Blackberry, has been left behind in the smartphone world.

Nokia was the world's leading market of mobile phones for 14 years until early 2012, but they failed to read the market and adapt to the consumer's move to smartphones. Nokia still

ranks second behind Samsung in global shipments in the low-priced, stagnant mobile phone category with a 13.8% market share, according to IDC. But Nokia is almost irrelevant in the high-priced, exploding smartphone area. Nokia sold 8.8 million of its Lumia smartphones in the third quarter—up 19% from the prior year, but Samsung sold nine times as many smartphones with unit growth twice as fast. Keller isn't hopeful about a Nokia revival and adds, "In such a fast moving category and industry, it is murder to catch up once you fall behind."

[Full List: The World's Most Valuable Brands](#)

Research: Courtney Retter

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**Kurt Badenhausen**Forbes Staff*I cover sports business with rare dips in education & local economies***FORBES** 10/02/2012 @ 4:57PM | 88,776 views

Apple Tops List Of The World's Most Powerful Brands

[The World's Most Powerful Brands](#)

[Apple](#) has taken its lumps the past two weeks with the rollout of the iPhone 5. Customer complaints about the Maps app and phones that easily scratch sparked cries that these things never would have happened under [Steve Jobs](#)' watch. Is the Apple brand headed south? Not a chance.

Apple remains a leader in innovation that is adored by consumers around the world. The brand helped the company generate \$40 billion in profits over the past 12-months, second most in the world behind [Exxon Mobil](#). How do you measure the power of a brand? It is the combination of financial value and positive consumer sentiment and Apple has both in abundance, which puts the Apple brand on top of Forbes inaugural list of the World's Most Powerful Brands.

"Apple sets the pace, redefines categories and addresses our needs even before we realize we have them," says Billy Mann, managing director at consulting firm Penn Schoen Berland. Look at the phone market, which Apple did not even enter until 2007. The annual release of the updated iPhone is now the most anticipated event of the year in the telecom category. Apple sold more than five million iPhone 5 units in the first weekend it went on sale last month.

The Apple brand is worth \$87.1 billion by our count, up 52% from two years ago when [Forbes last valued the top brands](#). The Apple brand is worth 59% more than [Microsoft](#), which ranks No. 2 in brand value and overall.

The Microsoft brand is worth \$54.7 billion, as the company remains a financial juggernaut with operating profit margins of 42%. Microsoft spends \$1.6 billion annually on advertising, almost twice as much as Apple, to help get its message across. While Microsoft has been under fire, as Apple rocketed past it in market value and coolness factor, consumers still favor [Bill Gates'](#) baby. Microsoft ranked first in a global survey of brands on perception done for Forbes by consulting firms Landor Associates and Penn Schoen Berland. The study measured 130 brands on attributes such as innovation and quality and Microsoft scored highly on "invests in customers" and "addresses my unique needs."

"In an industry that transforms itself every year, Microsoft has been a leader for decades," says Mann. Apple surprisingly only ranked 11th on consumer perception among the top 100 brands, but its huge edge in brand value kept it ranked as the most powerful.

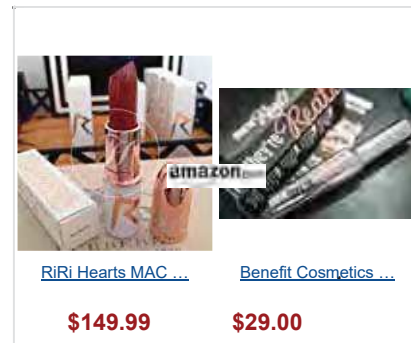
In Pictures: The World's Most Powerful Brands

Full Coverage: The World's Most Powerful Brands

We started with a universe of more than 200 global brands to determine the most powerful. We required brands to have more than a token presence in the U.S., which eliminated some big brands like Spanish retailer Zara and telecom firm China Mobile. Forbes valued the brands on three years of earnings and allocated a percentage of those earnings based on the role brands play in each industry (e.g., high for luxury goods, low for airlines). We applied the average price-to-earnings multiple over the past three years to these earnings to arrive at the final brand value.

We then turned to Landor and PSB to survey 2,000 global consumers on 130 brand names that Forbes valued at more than \$2.5 billion. The firms gauged consumer perceptions of the brands on a dozen attributes. Forbes combined the brand values with the consumer study to determine our power list, overweighting the former (click [here](#) for a detailed methodology).

The Coca-Cola brand ranked No. 3 overall with a value of \$50 billion and a rank of 29 among consumers. The company sold 26.7 billion cases of soda worldwide last year, with the Coca-Cola brand accounting for half of that. Sales for the



soda category have declined seven straight years in the U.S., but Coca-Cola is still the best-selling brand and a force globally. Retail sales for the brand topped \$1 billion in 18 different countries in 2011.

Technology brands dominate the top 100 with 24 making the cut. Tech giants secured the three slots after Coca-Cola with No. 4 IBM (brand value: \$48.5 billion), No. 5 Google (\$37.6 billion) and No. 6 Intel (\$32.3 billion).

Upstart tech brand, Facebook, is worth \$13.1 billion, which is 36th highest among all brands, but the social media site was crushed in the survey by Landor and PSB. Consumers dinged Facebook on the trust and transparency attributes, as well as on understanding and caring about customers. Clearly, privacy concerns remain a hot-button topic among Facebook's roughly one billion users. The brand ranked No. 99 with consumers among the top 100 with only Verizon faring worse. The poor consumer ratings knocked Facebook down to No. 73 overall on the power brands list.

Facebook made the top 100, but other valuable brands like Marlboro (\$15.3 billion), JPMorgan (\$13 billion) and Goldman Sachs (\$8 billion) failed to make the final cut, as a result of poor consumer scores. These three brands all ranked among the bottom five of the 130 surveyed by Landor and PSB.

Other less valuable brands got a bump up in the rankings thanks to consumer sentiment. The General Mills brand is worth \$3.5 billion, which is the in the bottom five of the 100 most powerful. But General Mills ranks No. 47 overall thanks to consumer sentiment that ranks second behind only Microsoft. "Consumers, especially Americans, trust, and find comfort in their food brands," says Mann. The maker of Cheerios and Wheaties scored highly on attributes like "makes communities a better place" and "cares about the issues that matter to me."

[In Pictures: The World's Most Powerful Brands](#)

[Full Coverage: The World's Most Powerful Brands](#)

-

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Forbes<http://onforb.es/nGEQ5d>**Marc E. Babej**Contributor*I cover marketing strategy and product innovation.*

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5/09/2011 @ 8:58AM | 5,748 views

Apple Ranked the World's Most Valuable Brand, Followed by Google and IBM

Market Research firm Millward Brown has just published its 6th annual [BrandZ Global Top 100](#) rankings, and it turns out Apple has ended Google's four-year run as the world's most valuable brand.

Apple's brand value over the past year soared 84% to \$153 billion, as a result of meaningfully differentiated products the iPad and iPhone 4. Apple's success once again demonstrates that *a brand is neither an end in itself, nor a means to an end – but a byproduct of consistent delivery against a relevant tangible benefit*. The exception to this rule: brands in truly image-driven categories, where there's little to be had in the way of a tangible benefit, and none is expected (think soft drinks, beer or cigarettes).

Google's brand declined 2% to \$111.5 billion. Facebook made a giant leap onto the list, debuting at place 35, with a whopping 246% increase to \$19.1 billion.


Other top risers included Chinese search engine Baidu (141% to \$22.6 billion) and Wells Fargo, (97% to 36.9 billion).

The top 50 brands are below. A [full report](#) can be downloaded here (pdf).

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EXHIBIT 2

The Harris Poll Announces This Year's Brands of the Year

 theharrispoll.com/the-harris-poll-announces-this-years-brands-of-the-year/



The Harris Poll's 31st annual EquiTrend Study reveals the strongest brands across the media, travel, financial, automotive, entertainment, retail, restaurant, technology, household and nonprofit industries, based on consumer response.

NEW YORK, April 15, 2019 –

Measuring brand health over time, the EquiTrend Brand Equity Index is comprised of three factors – Familiarity, Quality and Purchase Consideration – that results in a brand equity rating for each brand. Brands ranking highest in equity receive the Harris Poll EquiTrend “Brand of the Year” award for their respective categories. This year, more than 45,000 US consumers assessed nearly 2,000 brands across 196 categories.

“This year we added nearly 100 new brands across 11 new categories from voice-assistants to wearable tech. Yet the common thread that runs across all the brands awarded here is their consumer devotion and respect for —and expectation of —performance.” says The

Harris Poll CEO, John Gerzema. "These are brands Americans especially love and expect great things from in the future."

The Harris Poll 2019 EquiTrend Brands of the Year

This year, the 31st year that the Harris Poll has been measuring brand equity, 91 companies were awarded the coveted Brand of the Year designation across 87 categories.

Industry	Award Name	2019 Award Companies
Automotive	Luxury Automotive	Lexus Vehicles
Automotive	Non-Luxury Automotive	Toyota Vehicles
Automotive	Online Auto Shopping	Kelley Blue Book (KBB.com)
Consumer Packaged Goods	Coffee	Dunkin' Donuts Coffee
Consumer Packaged Goods	Deodorant	Degree Deodorant
Consumer Packaged Goods	Hot Sauce	Sweet Baby Ray's Wing Sauces
Consumer Packaged Goods	Household Cleaner	Windex Household Cleaner
Consumer Packaged Goods	Ice Cream	Breyers Ice Cream
Consumer Packaged Goods	Laundry Detergent	Tide Laundry Detergent
Consumer Packaged Goods	Popcorn	Orville Redenbacher's Popcorn
Consumer Packaged Goods	Potato Chip	Lay's Chips
Consumer Packaged Goods	Sports Drink	Gatorade Sports Drink

Industry	Award Name	2019 Award Companies
Consumer Packaged Goods	Tea	Lipton Tea
Consumer Packaged Goods	Toothpaste	(TIE) Colgate/Crest
Consumer Packaged Goods	Yogurt	Yoplait Yogurt
Financial Services/Insurance	Digital Investing	Vanguard Personal Advisor Services
Financial Services/Insurance	Digital Wallet	PayPal
Financial Services/Insurance	Health Insurance	Blue Cross Blue Shield
Financial Services/Insurance	Investment	The Vanguard Group
Financial Services/Insurance	Life Insurance	Northwestern Mutual Life Insurance
Financial Services/Insurance	National Bank	CHASE Bank
Financial Services/Insurance	Online Bank	Capital One 360 Bank
Financial Services/Insurance	Online Lending	SoFi
Financial Services/Insurance	Payment Card	Visa
Financial Services/Insurance	Property and Casualty Insurance	USAA Insurance
Health and Home	Exercise Equipment	Precor Exercise Equipment

Industry	Award Name	2019 Award Companies
Health and Home	Health & Fitness Club	Orangetheory
Health and Home	Online Home Search	Zillow.com
Health and Home	Online Job Search	Indeed.com
Health and Home	Real Estate Agency	Sotheby's International Realty
Media & Entertainment	Audio Streaming Services	Apple Music
Media & Entertainment	Factual Entertainment	(TIE) National Geographic Channel/Discovery Channel
Media & Entertainment	General Entertainment	USA Television Network
Media & Entertainment	Kids TV	Disney Channel
Media & Entertainment	News Service	National Public Radio (NPR)
Media & Entertainment	Pay Cable TV Network	HBO Television Network
Media & Entertainment	Social Networking Site	YouTube
Media & Entertainment	Sport League	NFL (National Football League)
Media & Entertainment	TV Network	ABC Television Network
Media & Entertainment	TV News	The Weather Channel
Non-Profit	Animal Welfare Nonprofit	Best Friends Animal Society
Non-Profit	Disability Nonprofit	National Down Syndrome Congress

Industry	Award Name	2019 Award Companies
Non-Profit	Health Nonprofit	St. Jude Children's Research Hospital
Non-Profit	International Aid Nonprofit	Food For The Poor
Non-Profit	Military & Veteran Serving Nonprofit	Wounded Warrior Project
Non-Profit	Social Services Nonprofit	Children's Defense Fund (CDF)
Non-Profit	Youth Nonprofit	Girl Scouts of the USA
Restaurants	Burger Restaurant	In-N-Out Burger
Restaurants	Casual Dining Restaurant	Texas Roadhouse
Restaurants	Chicken Restaurant	Chick-fil-A
Restaurants	Coffee Shop	(TIE) Krispy Kreme/Dunkin' Donuts
Restaurants	Delivery Apps	UberEats
Restaurants	Mexican Restaurant	Taco Bell
Restaurants	Pizza Chain	Marco's Pizza
Restaurants	Sandwich Shop	Panera Bread
Retail	Convenience Store	Wawa Convenience Store
Retail	Department Store	Macy's Department Stores
Retail	Footwear Store	DSW (Designer Shoe Warehouse)
Retail	Hardware & Home Store	The Home Depot
Retail	Health & Beauty Retail	Bath and Body Works

Industry	Award Name	2019 Award Companies
Retail	Home Goods Store	Bed Bath & Beyond
Retail	Home Meal Kit Service	HelloFresh
Retail	Luxury Department Store	Neiman Marcus
Retail	Mass Retailer	Amazon
Retail	Pet Supply Store	Pet Supplies Plus
Retail	Pharmacy	Walgreens
Retail	Sporting Goods Store	(TIE) Finish Line Sporting Goods/REI
Retail	Value Store	Dollar Tree
Tech / Telecom	Computer Manufacturer	Microsoft Computers
Tech / Telecom	Gaming Console	Nintendo Gaming Consoles
Tech / Telecom	Media Streaming Device	Amazon Fire TV/Fire Stick
Tech / Telecom	Smart Speaker	Amazon Echo
Tech / Telecom	Smartphone	Apple iPhone Smartphones
Tech / Telecom	Tablet Computer	Apple iPad Tablets
Tech / Telecom	TV & Internet Provider	Google Fiber
Tech / Telecom	Virtual Personal Assistant	Apple Siri
Tech / Telecom	Wearable Tech	Apple Watch
Tech / Telecom	Wireless Carrier	Verizon Wireless
Travel	Economy Hotel	Americas Best Value Inn
Travel	Extended Stay Hotel	Homewood Suites by Hilton
Travel	Full Service Airline	American Airlines

Industry	Award Name	2019 Award Companies
Travel	Luxury Hotel	JW Marriott
Travel	Midscale Hotel	Holiday Inn Express Hotels & Resorts
Travel	Online Travel Service	TripAdvisor
Travel	Premium Hotel	Marriott Hotels
Travel	Upscale Hotel	Courtyard Marriott
Travel	Value Airline	Southwest Airlines

Methodology

The 2019 Harris Poll EquiTrend Study is based on a sample of 45,541 US consumers ages 15 and over surveyed online, in English, in the month of January. The survey took an average of 30 minutes to complete. The total number of brands rated was 1,985. Each respondent was asked to rate a total of 40 randomly selected brands. Each brand received approximately 1,000 ratings. Data was weighted to be representative of the entire U.S. population of consumers ages 15 and over based on age by sex, education, race/ethnicity, region, income, and data from respondents ages 18 and over were also weighted for their propensity to be online. Respondents for this survey were selected from among those who have agreed to participate in Harris Poll surveys. Because the sample is based on those who agreed to participate in our panel, no estimates of theoretical sampling error can be calculated.

The Brand Equity Index is the keystone to the EquiTrend program, providing an understanding of a brand's overall strength. A brand's Equity is determined by a calculation of Familiarity, Quality and Purchase Consideration. Brand of the Year is determined by a simple ranking of brands.

The Harris Poll EquiTrend methodology has been validated by academic business experts in the *Journal of Marketing Research* (1994) and *International Journal of Research on Marketing* (2012).













These statements conform to the principles of disclosure of the National Council on Public Polls.


























About The Harris Poll

The Harris Poll is one of the longest-running surveys in the U.S. tracking public opinion, motivations and social sentiment since 1963 that is now part of Harris Insights & Analytics, a global consulting and market research firm that delivers social intelligence for transformational times. The Harris Poll works with clients in three primary areas; building twenty-first-century corporate reputation, crafting brand strategy and performance tracking, and earning organic media through public relations research. Learn more at www.theharrispoll.com @HarrisPoll























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EXHIBIT 3

01		02		03		04		05	
	+9% 234,241 \$m		+8% 187,713 \$m		+24% 125,263 \$m		+17% 108,947 \$m		-4% 62,365 \$m
06		07		08		09		10	
	+2% 61,096 \$m		+5% 56,246 \$m		+5% 50,632 \$m		+4% 45,362 \$m		+11% 44,352 \$m
11		12		13		14		15	
	+1% 41,440 \$m		-6% 40,381 \$m		-7% 40,197 \$m		-12% 39,867 \$m		+3% 36,539 \$m
16		17		18		19		20	
	+7% 32,376 \$m		+14% 32,223 \$m		+1% 26,288 \$m		-22% 25,569 \$m		+10% 25,092 \$m
21		22		23		24		25	
	+3% 24,422 \$m		+11% 22,124 \$m		+13% 21,629 \$m		-1% 20,486 \$m		+8% 19,044 \$m

26		27		28		29		30	
	+5% 16,407 \$m		+7% 16,072 \$m		+9% 17,002 \$m		-3% 17,175 \$m		-3% 16,346 \$m
31		32		33		34		35	
	+14% 16,209 \$m		+3% 16,016 \$m		+23% 15,349 \$m		-5% 15,173 \$m		+2% 14,326 \$m
36		37		38		39		40	
	+5% 14,166 \$m		-16% 13,725 \$m		+4% 13,685 \$m		+20% 12,857 \$m		+6% 12,827 \$m
41		42		43		44		45	
	+10% 12,687 \$m		+4% 12,669 \$m		+12% 12,019 \$m		-6% 12,010 \$m		+11% 11,962 \$m
46		47		48		49		50	
	+6% 11,630 \$m		+6% 11,616 \$m		+23% 11,736 \$m		-4% 11,661 \$m		+9% 11,652 \$m

51		52		53		54		55	
	+4% 11,589 \$m		-6% 11,502 \$m		-4% 11,352 \$m		+4% 10,881 \$m		+19% 10,756 \$m
56		57		58		59		60	
	+13% 10,514 \$m		-2% 10,419 \$m		+1% 10,259 \$m		+4% 9,915 \$m		+7% 9,524 \$m
61		62		63		64		65	
	-9% 9,460 \$m		+25% 9,403 \$m		New 9,268 \$m		-1% 8,505 \$m		+10% 8,383 \$m
66		67		68		69		70	
	+2% 8,624 \$m		+13% 8,581 \$m		+7% 8,192 \$m		-7% 8,166 \$m		+24% 8,004 \$m
71		72		73		74		75	
	-3% 7,969 \$m		+15% 7,664 \$m		+2% 6,968 \$m		-9% 6,867 \$m		+6% 6,664 \$m

76		77		78		79		80	
	+19% 6,791 \$m		+12% 6,456 \$m		-7% 6,426 \$m		+15% 6,369 \$m		+13% 6,347 \$m
81		82		83		84		85	
	-2% 6,189 \$m		+16% 6,045 \$m		+2% 5,987 \$m		+9% 5,863 \$m		-6% 5,853 \$m
86		87		88		89		90	
	-6% 5,759 \$m		New 5,714 \$m		+4% 5,658 \$m		+18% 5,595 \$m		+5% 5,582 \$m
91		92		93		94		95	
	-4% 5,526 \$m		+7% 5,516 \$m		+1% 5,509 \$m		-5% 5,536 \$m		+12% 5,297 \$m
96		97		98		99		100	
	+4% 5,025 \$m		-3% 5,105 \$m		New 4,836 \$m		-7% 4,792 \$m		-1% 4,761 \$m

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Best Global Brands 2018 Rankings

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01  +16% 214,480 \$m	02  +10% 155,506 \$m	03 TOP GROWING  +56% 100,764 \$m	04  +16% 92,715 \$m	05  -5% 66,341 \$m	06  +6% 59,890 \$m	07  +6% 53,404 \$m	08  +2% 48,601 \$m
09  -6% 45,168 \$m	10  +5% 43,417 \$m	11  +10% 43,293 \$m	12  -8% 42,972 \$m	13  -1% 41,006 \$m	14  -2% 39,874 \$m	15  +8% 34,575 \$m	16  -26% 32,757 \$m
17  +11% 30,120 \$m	18 TOP GROWING  +23% 28,152 \$m	19  -5% 26,133 \$m	20  +4% 23,682 \$m	21  +1% 22,885 \$m	22  +2% 20,796 \$m	23  NEW 20,005 \$m	24  +8% 19,139 \$m
25  -5% 17,712 \$m	26  +12% 17,567 \$m	27  -5% 17,458 \$m	28  -7% 16,864 \$m	29  +3% 16,849 \$m	30  -18% 16,826 \$m	31  +1% 16,617 \$m	32  +15% 16,372 \$m
33  +2% 15,627 \$m	34  +14% 14,214 \$m	35  +3% 13,995 \$m	36  +3% 13,535 \$m	37  +3% 13,053 \$m	38  -2% 13,017 \$m	39 TOP GROWING  +30% 12,942 \$m	40  +6% 12,213 \$m
41  +6% 12,201 \$m	42  +1% 12,187 \$m	43  +5% 12,104 \$m	44  +8% 11,769 \$m	45  +9% 11,577 \$m	46  +6% 11,208 \$m	47  0% 11,118 \$m	48  +4% 11,102 \$m
49  +8% 10,821 \$m	50  +17% 10,772 \$m	51 TOP GROWING  +19% 10,748 \$m	52  +6% 10,707 \$m	53  -3% 10,634 \$m	54  +9% 10,433 \$m	55  +6% 10,380 \$m	56  +1% 10,132 \$m
57  +10% 9,615 \$m	58  +2% 9,533 \$m	59  +10% 9,316 \$m	60  +2% 9,104 \$m	61  +15% 9,021 \$m	62  +2% 8,938 \$m	63  +7% 8,802 \$m	64  +4% 8,659 \$m
65  -9% 8,157 \$m	66 TOP GROWING  +45% 8,111 \$m	67  +1% 7,646 \$m	68  +14% 7,578 \$m	69  +13% 7,547 \$m	70 TOP GROWING  +19% 7,545 \$m	71  +4% 6,925 \$m	72  +10% 6,890 \$m
73 TOP GROWING  +22% 6,621 \$m	74  -7% 6,533 \$m	75 TOP GROWING  +23% 6,432 \$m	76  +5% 6,293 \$m	77  +3% 6,231 \$m	78  +2% 6,221 \$m	79  +3% 5,861 \$m	80 TOP GROWING  +18% 5,760 \$m
81  +6% 5,755 \$m	82 TOP GROWING  +18% 5,730 \$m	83  +5% 5,642 \$m	84  +6% 5,641 \$m	85  +16% 5,517 \$m	86  +3% 5,481 \$m	87  +4% 5,393 \$m	88  +12% 5,375 \$m

+11% 30,120 \$m	+23% 28,152 \$m	-5% 26,133 \$m	+4% 23,682 \$m	+1% 22,865 \$m	+2% 20,798 \$m	NEW 20,005 \$m	+8% 19,139 \$m
25 ZARA -5% 17,712 \$m	26 J.P.Morgan +12% 17,567 \$m	27 IKEA -5% 17,458 \$m	28 Gillette -7% 16,864 \$m	29 ups +3% 16,849 \$m	30 H&M -18% 16,826 \$m	31 Pampers +1% 16,617 \$m	32 HERMÈS PARIS +15% 16,372 \$m
33 Budweiser +2% 16,627 \$m	34 accenture +14% 14,214 \$m	35 Ford +3% 13,995 \$m	36 HYUNDAI +3% 13,535 \$m	37 NESCAFÉ +3% 13,053 \$m	38 ebay -2% 13,017 \$m	39 GUCCI +30% 12,942 \$m	40 NISSAN +6% 12,213 \$m
41 VW +6% 12,201 \$m	42 Audi +1% 12,187 \$m	43 Philips +5% 12,104 \$m	44 Goldman Sachs +8% 11,769 \$m	45 citi +9% 11,577 \$m	46 HSBC +6% 11,208 \$m	47 AXA 0% 11,118 \$m	48 L'ORÉAL +4% 11,102 \$m
49 Allianz +8% 10,621 \$m	50 adidas +17% 10,772 \$m	51 Adobe +19% 10,748 \$m	52 PORSCHE +6% 10,707 \$m	53 Kellogg's -3% 10,634 \$m	54 hp +9% 10,433 \$m	55 Canon +6% 10,360 \$m	56 SIEMENS +1% 10,132 \$m
57 Starbucks +10% 9,615 \$m	58 DANONE +2% 9,533 \$m	59 SONY +10% 9,316 \$m	60 3M +2% 9,104 \$m	61 VISA +15% 9,021 \$m	62 Nestlé +2% 8,938 \$m	63 Morgan Stanley +7% 8,802 \$m	64 Colgate +4% 8,659 \$m
65 Hewlett Packard Enterprise -9% 8,157 \$m	66 NETFLIX +45% 8,111 \$m	67 Cartier +1% 7,646 \$m	68 HUAWEI +14% 7,578 \$m	69 Santander +13% 7,547 \$m	70 mastercard +19% 7,545 \$m	71 KIA +4% 6,925 \$m	72 FedEx +10% 6,890 \$m
73 PayPal +22% 6,621 \$m	74 LEGO -7% 6,533 \$m	75 salesforce +23% 6,432 \$m	76 Panasonic +5% 6,293 \$m	77 Johann-Johann +3% 6,231 \$m	78 LAND-ROVER +2% 6,221 \$m	79 DHL +3% 5,861 \$m	80 Ferrari +18% 5,760 \$m
81 Dow +6% 5,755 \$m	82 CATERPILLAR +18% 5,730 \$m	83 TIFFANY & CO. +5% 5,642 \$m	84 JACK DANIEL'S +6% 5,641 \$m	85 Corona Extra +16% 5,517 \$m	86 KFC +3% 5,481 \$m	87 Heineken want your world +4% 5,393 \$m	88 JOHN DEERE +12% 5,375 \$m
89 Shell +9% 5,276 \$m	90 MINI +3% 5,254 \$m	91 Dior +14% 5,223 \$m	92 Spotify NEW 5,176 \$m	93 Harley-Davidson -9% 5,161 \$m	94 BURBERRY LONDON ENGLAND -3% 4,989 \$m	95 PRADA +2% 4,812 \$m	96 Sprite -2% 4,733 \$m
97 JOHNNIE WALKER +7% 4,731 \$m	98 Hennessy NEW 4,722 \$m	99 Nintendo NEW 4,696 \$m	100 SUBARU NEW 4,214 \$m				

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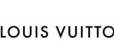













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Best Global Brands 2017 Rankings


















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2017 Rank	Brand	Sector	Change in Brand Value	Brand Value
01		Technology	+3%	184,154 \$m
02		Technology	+6%	141,703 \$m
03		Technology	+10%	79,999 \$m
04		Beverages	-5%	69,733 \$m
05		Retail	+29%	64,796 \$m
06		Technology	+9%	56,249 \$m
07		Automotive	-6%	50,291 \$m
08		Technology	+48%	48,188 \$m
09		Automotive	+10%	47,829 \$m
10		Business Services	-11%	46,829 \$m
11		Diversified	+3%	44,208 \$m
12		Restaurants	+5%	41,533 \$m
13		Automotive	0%	41,521 \$m

15		Technology	+7%	39,459 \$m
14		Media	+5%	40,772 \$m
16		Technology	+3%	31,930 \$m
17		Technology	+3%	27,466 \$m
18		Sporting Goods	+8%	27,021 \$m
19		Luxury	-4%	22,919 \$m
20		Automotive	+3%	22,696 \$m
21		Technology	+6%	22,635 \$m
22		Beverages	+1%	20,491 \$m
23		Apparel	-10%	20,488 \$m
24		Apparel	+11%	18,573 \$m
25		Retail	+4%	18,472 \$m
26		FMCG	-9%	18,200 \$m
27		Financial Services	-3%	17,787 \$m
28		FMCG	+2%	16,416 \$m
29		Logistics	+7%	16,387 \$m
30		Financial Services	+11%	15,749 \$m
31		Alcohol	+2%	15,375 \$m
32		Luxury	+11%	14,210 \$m

33	Work View Best Brands Services About Contact	 Automotive	+5%	13,643 \$m
34		 Retail	+1%	13,224 \$m
35		 Automotive	+5%	13,193 \$m
36		 Beverages	+1%	12,661 \$m
37		 Business Services	+4%	12,471 \$m
38		 Automotive	+2%	12,023 \$m
39		 Automotive	+4%	11,534 \$m
40		 Automotive	+1%	11,522 \$m
41		 Electronics	+2%	11,519 \$m
42		 Financial Services	+5%	11,073 \$m
43		 FMCG	-6%	10,972 \$m
44		 Financial Services	+16%	10,864 \$m
45		L'ORÉAL FMCG	-2%	10,674 \$m
46		 Financial Services	+3%	10,599 \$m
47		 Financial Services	+1%	10,534 \$m
48		 Automotive	+6%	10,129 \$m
49		 Financial Services	+6%	10,059 \$m
50		 Diversified	+6%	9,982 \$m

	Work	Views	Best Brands	Services	About	Contact		Global 9 Q
51			GUCCI			Luxury	+6%	9,969 \$m
52			Canon			Electronics	-12%	9,788 \$m
53						Technology	-8%	9,541 \$m
54						FMCG	+1%	9,322 \$m
55						Sporting Goods	+17%	9,216 \$m
56						Technology	+19%	9,060 \$m
57						Technology	-19%	8,951 \$m
58						Diversified	+9%	8,947 \$m
59						FMCG	0%	8,728 \$m
60						Restaurants	+16%	8,704 \$m
61			SONY			Electronics	+2%	8,474 \$m
62						FMCG	-1%	8,325 \$m
63			Morgan Stanley			Financial Services	+14%	8,205 \$m
64			VISA			Financial Services	+1%	7,815 \$m
65			<i>Cartier</i>			Luxury	-2%	7,547 \$m
66						Media	+4%	7,100 \$m
67						FMCG	+5%	7,024 \$m
68						Financial Services	+8%	6,702 \$m

	Work	Views	Best Brands	Services	About	Contact	Global	Q
70			Technology	+6%			6,028 \$m	
71			Financial Services	+11%			6,350 \$m	
72			Logistics	+12%			6,255 \$m	
73			Automotive	+7%			6,095 \$m	
74			FMCG	+4%			6,041 \$m	
75			Electronics	-6%			5,983 \$m	
76			Logistics	0%			5,715 \$m	
77			Automotive	+3%			5,671 \$m	
78			Media	NEW			5,592 \$m	
79			Media	-9%			5,411 \$m	
80			Financial Services	+12%			5,408 \$m	
81			Luxury	-6%			5,394 \$m	
82			Alcohol	+3%			5,332 \$m	
83			Restaurants	-7%			5,313 \$m	
84			Technology	NEW			5,224 \$m	
85			Alcohol	+1%			5,181 \$m	
86			Luxury	-4%			5,135 \$m	

88	Work Views Best Brands Services About Contact		Automotive	NEW	Global 9 Q
87			Automotive	+3%	4,876 \$m 5,114 \$m
89			Diversified	-10%	4,868 \$m
90			Beverages	-6%	4,842 \$m
91			Energy	+5%	4,823 \$m
92			Diversified	-1%	4,783 \$m
93			Alcohol	+6%	4,776 \$m
94		PRADA	Luxury	-14%	4,716 \$m
95		Dior	Luxury	-7%	4,587 \$m
96			Alcohol	+2%	4,405 \$m
97			Alcohol	+1%	4,288 \$m
98		TESLA	Automotive	0%	4,009 \$m
99			Alcohol	-3%	4,006 \$m
100			Technology	-1%	4,004 \$m

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








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Best Global Brands 2016 Rankings

















Filter +

2016 Rank	Brand	Change in Brand Value	Brand Value
01		+5%	178,119 \$m
02		+11%	133,252 \$m
03		-7%	73,102 \$m
04		+8%	72,795 \$m
05		+9%	53,580 \$m
06		-19%	52,500 \$m
07		+14%	51,808 \$m
08		+33%	50,338 \$m
09		+18%	43,490 \$m
10		+2%	43,130 \$m
11		+12%	41,535 \$m
12		-1%	39,381 \$m













Interbrand

14		+4% +6%	36,952 \$m 38,790 \$m
15		+48%	32,593 \$m
16		+4%	30,948 \$m
17		-3%	26,552 \$m
18		+9%	25,034 \$m
19		+8%	23,998 \$m
20		+2%	22,681 \$m
21		-4%	22,106 \$m
22		+13%	21,293 \$m
23		+3%	20,265 \$m
24		-10%	19,950 \$m
25		-3%	18,358 \$m
26		+8%	17,834 \$m
27		+19%	16,766 \$m
















Interbrand

29		+4%	15,333 \$m
28		+6%	16,134 \$m
30		+8%	15,099 \$m
31		+3%	14,227 \$m
32		-6%	13,136 \$m
33		+12%	12,962 \$m
34		+17%	12,833 \$m
35		+11%	12,547 \$m
36		+2%	12,517 \$m
37		+11%	12,033 \$m
38		+14%	11,799 \$m
39		-7%	11,711 \$m
40		-9%	11,436 \$m
41		+4%	11,336 \$m
42		-2%	11,081 \$m
43		+22%	11,066 \$m












Interbrand

44		NEW	11,027 \$m
45	L'ORÉAL	+1%	10,930 \$m
46		+14%	10,579 \$m
47	HSBC 	-10%	10,458 \$m
48		NEW	10,386 \$m
49		+5%	10,276 \$m
50		+18%	9,537 \$m
51	Allianz 	+12%	9,528 \$m
52	SIEMENS	+10%	9,415 \$m
53	GUCCI	+6%	9,385 \$m
54		-2%	9,378 \$m
55		+7%	9,197 \$m
56		+1%	8,708 \$m
57		-1%	8,413 \$m
58		+8%	8,315 \$m












Interbrand

59		+13%	8,199 \$m
60		+16%	7,885 \$m
61		+13%	7,747 \$m
62		-2%	7,738 \$m
63		+21%	7,586 \$m
64		+20%	7,490 \$m
65		+2%	7,200 \$m
66		+4%	6,830 \$m
67		+25%	6,691 \$m
68		-1%	6,365 \$m
69		+12%	6,326 \$m
70		+2%	6,223 \$m
71		-9%	5,944 \$m
72		+18%	5,835 \$m
73		+5%	5,790 \$m

Interbrand

74 75		-9% +2%	5,761 \$m 5,742 \$m
76		+3%	5,736 \$m
77		+6%	5,708 \$m
78		+11%	5,696 \$m
79		+9%	5,579 \$m
80		+1%	5,527 \$m
81	PRADA	-12%	5,504 \$m
82	CATERPILLAR	-9%	5,425 \$m
83	BURBERRY	-9%	5,362 \$m
84		-12%	5,290 \$m
85		+1%	5,193 \$m
86		-4%	5,148 \$m
87		+6%	5,123 \$m
88		+18%	4,986 \$m

Interbrand

89		+14% NEW	4,839 \$m 4,909 \$m
91		-8%	4,815 \$m
92		-17%	4,599 \$m
93		+1%	4,509 \$m
94		-9%	4,320 \$m
95		-5%	4,317 \$m
96		-4%	4,252 \$m
97		0%	4,118 \$m
98		-12%	4,092 \$m
99		-2%	4,045 \$m
100		NEW	4,011 \$m

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








Interbrand

Rankings
















Filter +

2015 Rank	Brand	Brand Value	Change in Brand Value
01		170,276 \$m	+43%
02		120,314 \$m	+12%
03		78,423 \$m	-4%
04		67,670 \$m	+11%
05		65,095 \$m	-10%
06		49,048 \$m	+16%
07		45,297 \$m	0%
08		42,267 \$m	-7%
09		39,809 \$m	-6%
10		37,948 \$m	+29%
11		37,212 \$m	+9%
12		36,711 \$m	+7%
13		36,514 \$m	+13%















Interbrand

14		35,415 \$m	+4%
15		29,854 \$m	-3%
16		27,283 \$m	+5%
17		23,070 \$m	+16%
18		23,056 \$m	-3%
19		22,975 \$m	+6%
20		22,250 \$m	-1%
21		22,222 \$m	+5%
22		22,218 \$m	-3%
23		22,029 \$m	+54%
24		19,622 \$m	+3%
25		18,922 \$m	-3%
26		18,768 \$m	+8%
27		16,541 \$m	+4%
28		15,267 \$m	+8%

















Interbrand

29		14,723 \$m	+2%
30		14,031 \$m	+16%
31		13,943 \$m	+7%
32		13,940 \$m	-3%
33		13,749 \$m	+10%
34		12,637 \$m	-6%
35		12,545 \$m	-9%
36		12,257 \$m	+7%
37		11,656 \$m	-11%
38		11,578 \$m	+6%
39		11,293 \$m	+8%
40		11,278 \$m	-4%
41		10,944 \$m	+22%
42		10,800 \$m	+9%
43		10,798 \$m	+6%
















Interbrand

45		9,784 \$m	+12%
46		9,526 \$m	+9%
47		9,400 \$m	-8%
48		9,254 \$m	+14%
49		9,082 \$m	+19%
50		8,882 \$m	-14%
51		8,632 \$m	+5%
52		8,588 \$m	+7%
53		8,553 \$m	-1%
54		8,498 \$m	+10%
55		8,464 \$m	+3%
56		8,055 \$m	+12%
57		7,924 \$m	+6%
58		7,702 \$m	-5%












Interbrand

60	 Morgan Stanley	7,083 \$m	+12%
59		7,243 \$m	+17%
61		6,870 \$m	+15%
62		6,811 \$m	-8%
63	 THOMSON REUTERS	6,583 \$m	-12%
64		6,509 \$m	+6%
65		6,436 \$m	+2%
66	 TIFFANY & CO.	6,306 \$m	+6%
67		6,266 \$m	+16%
68		6,257 \$m	+17%
69	 PRADA	6,222 \$m	+4%
70	 Santander	6,097 \$m	+13%
71		6,033 \$m	-9%
72	 CATERPILLAR	5,976 \$m	-12%
73	 BURBERRY	5,873 \$m	+5%
74		5,666 \$m	+5%

Interbrand

75		5,639 \$m	-7%
76		5,551 \$m	+17%
77		5,533 \$m	+7%
78		5,530 \$m	-12%
79		5,460 \$m	+14%
80		5,391 \$m	+6%
81		5,365 \$m	-5%
82		5,362 \$m	New
83		5,208 \$m	+2%
84		5,161 \$m	+6%
85		5,133 \$m	+2%
86		5,130 \$m	+16%
87		5,109 \$m	+14%
88		4,952 \$m	+15%
89		4,822 \$m	+14%

Interbrand

90		4,763 \$m	-7%
91		4,629 \$m	-7%
92		4,540 \$m	-6%
93		4,456 \$m	+2%
94		4,407 \$m	-4%
95		4,330 \$m	-7%
96		4,270 \$m	+3%
97		4,251 \$m	New
98		4,243 \$m	New
99		4,131 \$m	New
100		4,114 \$m	New

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




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Interbrand

Rankings
















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2014 Rank	Brand	Sector	Brand Value	Change in Brand Value	
01		Technology	118,863 \$m	+21%	
02		Technology	107,439 \$m	+15%	
03		Beverages	81,563 \$m	+3%	
04		Business Services	72,244 \$m	-8%	
05		Technology	61,154 \$m	+3%	
06		Diversified	45,480 \$m	-3%	
07		Technology	45,462 \$m	+15%	
08		Automotive	42,392 \$m	+20%	
09		Restaurants	42,254 \$m	+1%	
10		Automotive	34,338 \$m	+8%	
11		Automotive	34,214 \$m	+7%	















Interbrand

	12		Technology	34,153 \$m	-8%	▸
▼	13		Media	32,223 \$m	+14%	▸
▼						▸
	14		Technology	30,936 \$m	+6%	▸
▼						▸
	15		Retail	29,478 \$m	+25%	▸
▼						▸
	16		Technology	25,980 \$m	+8%	▸
▼						▸
	17		Technology	23,758 \$m	-8%	▸
▼						▸
	18		FMCG	22,845 \$m	-9%	▸
▼						▸
	19		Luxury	22,552 \$m	-9%	▸
▼						▸
	20		Automotive	21,673 \$m	+17%	▸
▼						▸
	21		Apparel	21,083 \$m	+16%	▸
▼						▸
	22		Sporting Goods	19,875 \$m	+16%	▸
▼						▸
	23		Financial Services	19,510 \$m	+11%	▸
▼						▸
	24		Beverages	19,119 \$m	+7%	▸
▼						▸
	25		Technology	17,340 \$m	+4%	▸
▼						▸
	26		Retail	15,885 \$m	+15%	▸
▼						▸

















Interbrand

27		Logistics	14,470 \$m	+5%	▶
28		Retail	14,358 \$m	+9%	▶
▼					▶
29		Technology	14,349 \$m	+86%	▶
▼					▶
30		FMCG	14,078 \$m	+8%	▶
▼					▶
31		Automotive	13,716 \$m	+23%	▶
▼					▶
32		FMCG	13,442 \$m	+4%	▶
▼					▶
33		Financial Services	13,142 \$m	+8%	▶
▼					▶
34		Alcohol	13,024 \$m	+3%	▶
▼					▶
35		Financial Services	12,456 \$m	+9%	▶
▼					▶
36		Apparel	12,126 \$m	+12%	▶
▼					▶
37		Electronics	11,702 \$m	+6%	▶
▼					▶
38		Beverages	11,406 \$m	+7%	▶
▼					▶
39		Automotive	10,876 \$m	+18%	▶
▼					▶
40		Automotive	10,409 \$m	+16%	▶
▼					▶
41		Luxury	10,385 \$m	+2%	▶
▼					▶

Interbrand

▼	43		Electronics	10,404 \$m	+5%	▶
▼	44		Business Services	9,882 \$m	+4%	▶
▼	45		Automotive	9,831 \$m	+27%	▶
▼	46		Luxury	8,977 \$m	+18%	▶
▼	47		Financial Services	8,758 \$m	+3%	▶
▼	48		Financial Services	8,737 \$m	+10%	▶
▼	49		Diversified	8,672 \$m	+2%	▶
▼	50		FMCG	8,215 \$m	+5%	▶
▼	51		FMCG	8,205 \$m	+3%	▶
▼	52		Electronics	8,133 \$m	-3%	▶
▼	53		Financial Services	8,120 \$m	+14%	▶
▼	54		FMCG	8,000 \$m	+6%	▶
▼	55		Financial Services	7,702 \$m	+15%	▶
▼	56		Automotive	7,623 \$m	+23%	▶

Interbrand

▼	57		Luxury	7,449 \$m	+8%	▶
▼			Media	7,472 \$m	-8%	▶
▼	59		Sporting Goods	7,378 \$m	-2%	▶
▼	60		Automotive	7,171 \$m	+11%	▶
▼	61		Diversified	6,812 \$m	-4%	▶
▼	62		Business Services	6,641 \$m	-2%	▶
▼	63		Financial Services	6,334 \$m	+11%	▶
▼	64		Electronics	6,303 \$m	+8%	▶
▼	65		Energy	6,288 \$m	+14%	▶
▼	66		Diversified	6,177 \$m	+14%	▶
▼	67		Media	6,143 \$m	+7%	▶
▼	68		Restaurants	6,059 \$m	-2%	▶
▼	69		Financial Services	5,998 \$m	+10%	▶
▼	70		Luxury	5,977 \$m	+7%	▶
▼	71		Luxury	5,936 \$m	+9%	▶
▼	72		Beverages	5,646 \$m	-3%	▶



73		Luxury	5,594 \$m	+8%	▸
▼					
74		Automotive	5,396 \$m	+15%	▸
▼					
75		Financial Services	5,382 \$m	+16%	▸
▼					
76		Restaurants	5,382 \$m	+22%	▸
▼					
77		Technology	5,333 \$m	+9%	▸
▼					
78		FMCG	5,194 \$m	+9%	▸
▼					
79		Diversified	5,124 \$m	+5%	▸
▼					
80		Media	5,102 \$m	+2%	▸
▼					
81		Logistics	5,084 \$m	NEW	▸
▼					
82		Automotive	5,036 \$m	+10%	▸
▼					
83		Apparel	4,979 \$m	+9%	▸
▼					
84		FMCG	4,935 \$m	+6%	▸
▼					
85		Alcohol	4,884 \$m	+5%	▸
▼					
86		Alcohol	4,842 \$m	+2%	▸
▼					
87		Automotive	4,772 \$m	+13%	▸
▼					








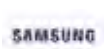






















			Financial Services	4,758 \$m	+13%	
▼	89		FMCG	4,643 \$m	+5%	
▼						
	90		Alcohol	4,609 \$m	+8%	
▼						
	91		Automotive	4,473 \$m	NEW	
▼						
	92		Logistics	4,414 \$m	NEW	
▼						
	93		Alcohol	4,387 \$m	+3%	
▼						
	94		Technology	4,313 \$m	NEW	
▼						
	95		Alcohol	4,221 \$m	-3%	
▼						
	96		Restaurants	4,196 \$m	-2%	
▼						
	97		Apparel	4,143 \$m	NEW	
▼						
	98		Technology	4,138 \$m	-44%	
▼						
	99		Apparel	4,122 \$m	+5%	
▼						
	100		Electronics	4,103 \$m	-33%	
▼						

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Interbrand**Best Global Brands 2013
Rankings**

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2013 Rank	Brand	Change in Brand Value	Brand Value
01		+28%	98,316 \$m
02		+34%	93,291 \$m
03		+2%	79,213 \$m
04		+4%	78,808 \$m
05		+3%	59,546 \$m
06		+7%	46,947 \$m
07		+5%	41,992 \$m
08		+20%	39,610 \$m
09		-5%	37,257 \$m
10		+17%	35,346 \$m
11		+6%	31,904 \$m
12		+10%	31,839 \$m
13		+7%	29,053 \$m

Interbrand			
14		+3%	28,147 \$m
15		-1%	25,843 \$m
16		+1%	25,105 \$m
17		+6%	24,893 \$m
18		+9%	24,088 \$m
19		+27%	23,620 \$m
20		+7%	18,490 \$m
21		+10%	18,168 \$m
22		+8%	17,892 \$m
23		+12%	17,646 \$m
24		+13%	17,085 \$m
25		+7%	16,676 \$m
26		+8%	13,818 \$m
27		+5%	13,763 \$m
28		+20%	13,162 \$m















Interbrand

29		+15%	13,035 \$m
30		+8%	12,987 \$m
31		+6%	12,614 \$m
32	HSBC 	+7%	12,183 \$m
33	J.P.Morgan	0%	11,456 \$m
34		+20%	11,120 \$m
35		-9%	10,989 \$m
36	ZARA	+14%	10,821 \$m
37	NESCAFÉ 	-4%	10,651 \$m
38	GUCCI	+7%	10,151 \$m
39	L'ORÉAL	+12%	9,874 \$m
40		+8%	9,813 \$m
41	accenture	+8%	9,471 \$m
42		+15%	9,181 \$m
43		+20%	9,004 \$m

















Interbrand

44		+12%	8,536 \$m
45		+13%	8,503 \$m
46		-8%	8,408 \$m
47		-4%	8,103 \$m
48		+5%	7,973 \$m
49		+6%	7,968 \$m
50		+2%	7,833 \$m
51		+8%	7,767 \$m
52		+43%	7,732 \$m
53		-1%	7,648 \$m
54		+23%	7,616 \$m
55		+12%	7,535 \$m
56		+9%	7,527 \$m
57		-65%	7,444 \$m
58		+13%	7,125 \$m












Interbrand

60		+5%	7,090 \$m
61		-10%	6,845 \$m
62		+1%	6,779 \$m
63		+8%	6,710 \$m
64		+26%	6,471 \$m
65		+25%	6,203 \$m
66		+3%	6,192 \$m
67		-14%	6,086 \$m
68		+1%	5,821 \$m
69		+2%	5,811 \$m
70		NEW	5,756 \$m
71		-21%	5,724 \$m
72		+30%	5,570 \$m
73		+16%	5,535 \$m

Interbrand

75		+5%	5,440 \$m
74		+11%	5,465 \$m
76		+16%	5,413 \$m
77		+20%	5,189 \$m
78		-12%	4,980 \$m
79		+8%	4,899 \$m
80		+15%	4,865 \$m
81		+9%	4,777 \$m
82		+10%	4,745 \$m
83		+15%	4,708 \$m
84		-2%	4,660 \$m
85		NEW	4,645 \$m
86		+7%	4,642 \$m
87		-11%	4,610 \$m
88		+14%	4,584 \$m
89		NEW	4,578 \$m

Interbrand

90		+2%	4,428 \$m
91		+8%	4,399 \$m
92		+10%	4,331 \$m
93		+5%	4,276 \$m
94		+2%	4,269 \$m
95		+5%	4,262 \$m
96		+10%	4,230 \$m
97		+8%	4,206 \$m
98		+6%	4,013 \$m
99		+3%	3,943 \$m
100		+5%	3,920 \$m

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




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Interbrand**Best Global Brands 2012
Rankings**
















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2012 Rank	Brand	Change in Brand Value	Brand Value
01		+8%	77,839 \$m
02		+129%	76,568 \$m
03		+8%	75,532 \$m
04		+26%	69,726 \$m
05		-2%	57,853 \$m
06		+2%	43,682 \$m
07		+13%	40,062 \$m
08		+12%	39,385 \$m
09		+40%	32,893 \$m
10		+9%	30,280 \$m
11		+10%	30,097 \$m
12		+18%	29,052 \$m
13		-5%	27,438 \$m















Interbrand

14		+7%	27,197 \$m
15		-8%	26,087 \$m
16		+4%	24,898 \$m
17		+2%	23,577 \$m
18		+28%	22,126 \$m
19		-16%	21,009 \$m
20		+46%	18,625 \$m
21		-11%	17,280 \$m
22		+14%	16,594 \$m
23		+1%	16,571 \$m
24		+8%	15,702 \$m
25		+8%	15,641 \$m
26		+4%	15,126 \$m
27		+4%	13,088 \$m
28		+8%	12,808 \$m












Interbrand

29		+6%	12,068 \$m
30		+3%	12,029 \$m
31		-3%	11,872 \$m
32		-8%	11,471 \$m
33		-4%	11,378 \$m
34		NEW	11,296 \$m
35		-8%	11,089 \$m
36		+12%	10,947 \$m
37		+18%	9,488 \$m
38		+8%	9,446 \$m
39		+18%	9,252 \$m
40		-8%	9,111 \$m
41		+5%	9,066 \$m
42		+1%	8,821 \$m
43		+9%	8,745 \$m
















Interbrand

44		-11%	8,444 \$m
45		+6%	7,958 \$m
46		+1%	7,722 \$m
47		+7%	7,643 \$m
48		-16%	7,599 \$m
49		-9%	7,591 \$m
50		-12%	7,570 \$m
51		-5%	7,534 \$m
52		+8%	7,498 \$m
53		+24%	7,473 \$m
54	Morgan Stanley	+9%	7,218 \$m
55		+17%	7,196 \$m
56		-8%	7,082 \$m
57		+5%	6,916 \$m
58		+1%	6,748 \$m






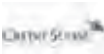





Interbrand

60		+5%	6,794 \$m
61		+13%	6,306 \$m
62		+16%	6,184 \$m
63		+15%	6,182 \$m
64		+2%	5,994 \$m
65		+14%	5,765 \$m
66		+2%	5,709 \$m
67		-12%	5,648 \$m
68	<i>Cartier</i>	+15%	5,495 \$m
69		NEW	5,421 \$m
70	TIFFANY & CO.	+15%	5,159 \$m
71	AVON	-4%	5,151 \$m
72		+12%	5,149 \$m
73		+30%	4,969 \$m

Interbrand

75		+7%	4,788 \$m
74		+10%	4,944 \$m
76		-6%	4,771 \$m
77		+18%	4,656 \$m
78		+9%	4,557 \$m
79		+8%	4,378 \$m
80		-7%	4,360 \$m
81		+1%	4,352 \$m
82		+16%	4,342 \$m
83		+12%	4,301 \$m
84		NEW	4,271 \$m
85		+16%	4,221 \$m
86		+2%	4,193 \$m
87		NEW	4,089 \$m
88		+11%	4,062 \$m
89		+3%	4,061 \$m

Interbrand

90		+5%	4,050 \$m
91		NEW	4,038 \$m
92		+3%	3,939 \$m
93		-39%	3,922 \$m
94		NEW	3,896 \$m
95		-5%	3,866 \$m
96		+10%	3,857 \$m
97		-13%	3,851 \$m
98		-13%	3,824 \$m
99		+5%	3,770 \$m
100		-8%	3,731 \$m

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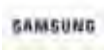











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Interbrand**Best Global Brands 2011
Rankings**







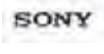








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2011 Rank	Brand	Change in Brand Value	Brand Value
01		+2%	71,861 \$m
02		+8%	69,905 \$m
03		-3%	59,087 \$m
04		+27%	55,317 \$m
05		0%	42,808 \$m
06		+6%	35,593 \$m
07		+10%	35,217 \$m
08		+58%	33,492 \$m
09		+1%	29,018 \$m
10		+6%	28,479 \$m
11		+6%	27,764 \$m
12		+9%	27,445 \$m
13		+9%	25,309 \$m

Interbrand

14		-15%	25,071 \$m
15		+10%	24,554 \$m
16		+3%	23,997 \$m
17		+20%	23,430 \$m
18		+6%	23,172 \$m
19		+5%	19,431 \$m
20		+16%	17,262 \$m
21		+2%	16,459 \$m
22		+4%	14,590 \$m
23		+5%	14,572 \$m
24		+14%	14,542 \$m
25		+6%	14,528 \$m
26		+32%	12,758 \$m
27		+6%	12,536 \$m
28		+1%	12,437 \$m















Interbrand

29		0%	12,252 \$m
30		-5%	12,115 \$m
31		-5%	11,863 \$m
32		+2%	11,792 \$m
33		+2%	11,715 \$m
34		+3%	11,372 \$m
35		-13%	9,880 \$m
36		+16%	9,805 \$m
37		+6%	9,515 \$m
38		-3%	9,091 \$m
39		+5%	8,763 \$m
40		+9%	8,699 \$m
41		0%	8,658 \$m
42		-3%	8,620 \$m
43		-6%	8,347 \$m

















Interbrand

44	ZARA	+8%	8,065 \$m
45	accenture	+7%	8,005 \$m
46	SIEMENS	+8%	7,900 \$m
47	VW	+14%	7,857 \$m
48	Nintendo	-14%	7,731 \$m
49	Heinz	+1%	7,609 \$m
50	Ford	+4%	7,483 \$m
51	Colgate	+3%	7,127 \$m
52	DANONE	+9%	6,936 \$m
53	IBM	0%	6,694 \$m
54	Morgan Stanley	-4%	6,634 \$m
55	Nestle	+1%	6,613 \$m
56	BlackBerry	-5%	6,424 \$m
57	XEROX	+5%	6,414 \$m
58	MTV	-5%	6,383 \$m












Interbrand

60		+12%	6,154 \$m
61		+19%	6,005 \$m
62		+1%	5,902 \$m
63		-3%	5,604 \$m
64		+19%	5,598 \$m
65		+6%	5,376 \$m
66		+12%	5,356 \$m
67		+9%	5,345 \$m
68		+5%	5,088 \$m
69		+16%	5,047 \$m
70		+18%	4,781 \$m
71		+3%	4,672 \$m
72		+4%	4,580 \$m
73		+9%	4,498 \$m

Interbrand

75		+12%	4,478 \$m
74		+12%	4,483 \$m
76		-11%	4,413 \$m
77		+9%	4,383 \$m
78		+7%	4,319 \$m
79		+1%	4,259 \$m
80		+15%	4,170 \$m
81		+3%	4,092 \$m
82		+2%	4,090 \$m
83		-2%	4,072 \$m
84		+2%	4,040 \$m
85		+10%	3,945 \$m
86		+2%	3,924 \$m
87		+4%	3,883 \$m
88		+8%	3,842 \$m
89		+6%	3,841 \$m

Interbrand

90		NEW	3,819 \$m
91		+8%	3,809 \$m
92		0%	3,799 \$m
93		+10%	3,794 \$m
94		+8%	3,769 \$m
95		+20%	3,732 \$m
96		+10%	3,663 \$m
97		NEW	3,651 \$m
98		NEW	3,605 \$m
99		+1%	3,591 \$m
100		+7%	3,512 \$m

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Interbrand**Best Global Brands 2010
Rankings**
















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2010 Rank	Brand	Change in Brand Value	Brand Value
01		+2%	70,452 \$m
02		+7%	64,727 \$m
03		+7%	60,895 \$m
04		+36%	43,557 \$m
05		-10%	42,808 \$m
06		+4%	33,578 \$m
07		+4%	32,015 \$m
08		-15%	29,495 \$m
09		+1%	28,731 \$m
10		+12%	26,867 \$m
11		-16%	26,192 \$m
12		+6%	25,179 \$m
13		+2%	23,298 \$m











Interbrand

14		+5%	23,219 \$m
15		+3%	22,322 \$m
16	LOUIS VUITTON	+4%	21,860 \$m
17		+37%	21,143 \$m
18		+5%	19,961 \$m
19	SAMSUNG	+11%	19,491 \$m
20	HONDA	+4%	18,506 \$m
21	H&M	+5%	16,136 \$m
22	ORACLE	+9%	14,881 \$m
23		+3%	14,061 \$m
24		-7%	13,944 \$m
25		+4%	13,706 \$m
26	SAP	+5%	12,756 \$m
27	NESCAFÉ	-4%	12,753 \$m
28		+4%	12,487 \$m












Interbrand

29		+29%	12,314 \$m
30		+4%	12,252 \$m
31		+2%	11,826 \$m
32	HSBC 	+10%	11,561 \$m
33		+10%	11,485 \$m
34		-5%	11,356 \$m
35		+6%	11,041 \$m
36		+23%	9,665 \$m
37		+1%	9,372 \$m
38		-2%	8,990 \$m
39		+6%	8,976 \$m
40		-13%	8,887 \$m
41		-14%	8,880 \$m
42		+7%	8,696 \$m
43		+15%	8,453 \$m





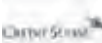


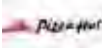






Interbrand












44	GUCCI	+2%	8,346 \$m
45	L'ORÉAL	+3%	7,981 \$m
46		+4%	7,534 \$m
47	accenture	-3%	7,481 \$m
48	ZARA	+10%	7,468 \$m
49		0%	7,315 \$m
50		+3%	7,195 \$m
51		+6%	6,919 \$m
52	Morgan Stanley	+8%	6,911 \$m
53		+6%	6,892 \$m
54		+32%	6,762 \$m
55		+3%	6,719 \$m
56		+3%	6,694 \$m
57		+4%	6,548 \$m
58		+7%	6,363 \$m

Interbrand

60		+5%	6,844 \$m
61		NEW	5,777 \$m
62		+2%	5,495 \$m
63		+9%	5,461 \$m
64	AVON	+3%	5,072 \$m
65		+9%	5,033 \$m
66	YAHOO!	-3%	4,958 \$m
67		+28%	4,904 \$m
68		NEW	4,846 \$m
69		+4%	4,782 \$m
70	CATERPILLAR	-6%	4,704 \$m
71		+3%	4,536 \$m
72		+4%	4,404 \$m
73		+3%	4,351 \$m

Interbrand

75		+8%	4,155 \$m
74		NEW	4,218 \$m
76	TIFFANY & CO.	+3%	4,127 \$m
77	<i>Cartier</i>	+2%	4,052 \$m
78		NEW	4,036 \$m
79		+7%	4,021 \$m
80		NEW	4,010 \$m
81		+24%	4,003 \$m
82		+26%	3,998 \$m
83		+2%	3,973 \$m
84		+1%	3,961 \$m
85		NEW	3,847 \$m
86		-13%	3,812 \$m
87		+5%	3,734 \$m
88		+15%	3,626 \$m
89		-2%	3,624 \$m

Interbrand 90		NEW	3,586 \$m
91		+1%	3,562 \$m
92		NEW	3,557 \$m
93		NEW	3,516 \$m
94		NEW	3,496 \$m
95		+4%	3,443 \$m
96		+5%	3,403 \$m
97		+2%	3,339 \$m
98		-24%	3,281 \$m
99		+5%	3,241 \$m
100		0%	3,110 \$m

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EXHIBIT 4

BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
1		Technology	316,071	278,919	+13%	4
2		Technology	313,271	286,258	+9%	4
3		Retail	279,331	165,256	+69%	4
4		Technology	215,500	155,404	+39%	4
5		Payments	163,891	121,692	+35%	5
6		Technology	161,145	151,201	+7%	4
7		Fast Food	124,939	110,266	+13%	4
8		Telecom Providers	106,426	114,915	-7%	3
9		Technology	95,330	102,129	-7%	4
10		Payments	91,910	55,416	+66%	4
11		Telecom Providers	91,808	86,948	+6%	4
12		Soft Drinks	75,915	76,388	-1%	5
13		Tobacco	75,730	91,507	-17%	3
14		Logistics	57,026	56,614	+1%	5
15		Entertainment	53,902	56,303	-4%	5
16		Retail	52,223	41,866	+25%	3
17		Banks	49,503	55,268	-10%	3
18		Apparel	47,069	34,295	+37%	4
19		Payments	43,594	23,190	+88%	5
20		Fast Food	42,231	46,071	-8%	4
21		Telecom Providers	40,118	44,758	-10%	3
22		Telecom Providers	38,806	41,239	-6%	2
23		Technology	36,851	28,410	+30%	3
24		Payments	34,098	27,697	+23%	4
25		Conglomerate	32,218	46,435	-31%	2















Source: BrandZ™/Kantar Millward Brown (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

VALUABLE US BRANDS 2019

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
26		Technology	31,825	22,790	+40%	3
27		Retail	30,741	27,585	+11%	2
28		Entertainment	30,224	15,676	+93%	3
29		Technology	29,904	25,370	+18%	2
30		Beer	25,426	28,029	-9%	4
31		Technology	24,976	20,380	+23%	4
32		Logistics	24,624	19,993	+23%	5
33		Technology	23,726	14,265	+66%	3
34		Technology	23,084	17,701	30%	2
35		Transport	21,118	NEW		3
36		Banks	20,839	20,316	+3%	2
37		Technology	20,816	14,744	+41%	5
38		Technology	20,490	14,222	+44%	3
39		Banks	20,414	16,687	+22%	3
40		Retail	19,945	16,785	+19%	2
41		Banks	19,281	15,871	+21%	3
42		Baby Care	18,691	22,000	-15%	5
43		Personal Care	18,586	18,273	+2%	5
44		Banks	18,543	13,657	+36%	2
45		Technology	18,272	NEW		3
46		Fast Food	18,270	19,529	-6%	4
47		Telecom Providers	17,925	16,926	+6%	3
48		Oil & Gas	17,749	18,212	-3%	1
49		Banks	15,816	17,185	-8%	3
50		Fast Food	15,757	12,895	+22%	4

The Brand Value of Coca-Cola includes Lights, Diets and Zero
The Brand Value of Budweiser includes Bud Light

BRANDZ™ TOP 100 MOST

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
51	 XBOX	Entertainment	15,329	NEW		2
52	 hp	Technology	15,286	12,434	+23%	3
53	 Instagram	Technology	14,608	8,732	+67%	5
54	 Gillette™	Personal Care	14,275	15,921	-10%	5
55	 Lowe's	Retail	13,924	12,115	+15%	2
56	 ebay	Retail	12,899	12,962	+0%	3
57	 Ford	Cars	12,569	12,813	-2%	3
58	 ESPN	Entertainment	11,958	NEW		4
59	 pepsi	Soft Drinks	11,908	12,746	-7%	4
60	Morgan Stanley	Banks	11,670	9,775	+19%	2
61	 Sprint	Telecom Providers	11,509	13,316	-14%	3
62	 State Farm®	Insurance	11,104	10,014	+11%	3
63	 Hilton	Hotels	10,790	9,824	+10%	3
64	 DELTA	Airlines	10,768	10,557	+2%	3
65	 Hewlett Packard Enterprise	Technology	10,609	12,794	-17%	3
66	 dish	Telecom Providers	9,842	12,117	-19%	3
67	 CenturyLink™	Telecom Providers	9,686	6,693	+45%	2
68	 Goldman Sachs	Banks	9,255	8,700	+6%	3
69	 American Airlines	Airlines	9,216	9,586	-4%	2
70	 PNC	Banks	8,980	8,108	+11%	2
71	 Chevron	Oil & Gas	8,858	8,482	+4%	1
72	 7-ELEVEN®	Retail	8,565	9,036	-5%	4
73	 TARGET	Retail	8,492	7,517	+13%	3
74	 Walgreens Trusted since 1901™	Retail	8,365	10,200	-18%	3
75	 TESLA	Cars	8,362	8,319	+1%	4

Source: BrandZ™/Kantar Millward Brown (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

VALUABLE US BRANDS 2019

Rank	Brand	Category	2019 Brand Value US\$ Mil.	2018 Brand Value US\$ Mil.	Brand Value % Change 2019 vs. 2018	Brand Contribution
76	 MARRIOTT	Hotels	8,344	7,309	+14%	2
77	 Domino's®	Fast Food	8,281	7,120	+16%	3
78	 Lays	Food & Dairy	8,220	8,239	+0%	3
79	 CBS	Entertainment	8,215	NEW		3
80	 WHOLE FOODS MARKET	Retail	8,078	5,185	+56%	4
81	 NBC	Entertainment	7,911	NEW		3
82	 CVS pharmacy®	Retail	7,876	9,109	-14%	3
83	 Southwest®	Airlines	7,824	8,140	-4%	3
84	 Pall Mall	Tobacco	7,666	7,062	+9%	2
85	 Pizza Hut	Fast Food	7,480	7,364	+2%	3
86	 GEICO®	Insurance	7,405	6,491	+14%	2
87	 Newport	Tobacco	7,391	NEW		3
88	 FOX	Entertainment	7,376	NEW		3
89	 Tide	Home Care	7,356	7,945	-7%	5
90	 Snapchat	Technology	7,344	10,845	-32%	4
91	 LM	Tobacco	7,179	9,022	-20%	2
92	 UNITED 	Airlines	7,164	6,958	+3%	2
93	 HBO®	Entertainment	6,754	NEW		5
94	 BURGER KING	Fast Food	6,642	5,533	+20%	3
95	 PROGRESSIVE®	Insurance	6,427	4,758	+35%	2
96	 CLINIQUE	Personal Care	6,278	6,008	+5%	5
97	ESTÉE LAUDER	Personal Care	6,146	4,474	+37%	5
98	 Pinterest	Technology	6,094	NEW		5
99	 Twitter	Technology	6,041	NEW		4
100	 CHIPOTLE MEXICAN GRILL	Fast Food	5,898	5,684	+4%	4

The Brand Value of Pepsi includes Diets

BRANDZ™ TOP 100 MOST VALUABLE US BRANDS 2018

	Brand	Category	Brand Value 2018 \$M	BC Index
1	Google	Technology	286,258	4
2	Apple	Technology	278,919	4
3	amazon	Retail	165,256	4
4	Microsoft	Technology	155,404	4
5	facebook	Technology	151,201	4
6	VISA	Payments	121,692	4
7	AT&T	Telecom Providers	114,915	3
8	McDonald's	Fast Food	110,266	4
9	IBM	Technology	102,129	4
10	Marlboro	Tobacco	91,507	3
11	verizon	Telecom Providers	86,948	3
12	Coca-Cola	Soft Drinks	76,388	5
13	ups	Logistics	56,614	5
14	Disney	Entertainment	56,303	5
15	mastercard	Payments	55,416	4
16	WELLS FARGO	Banks	55,268	3
17	GE	Conglomerate	46,435	2
18	Starbucks	Fast Food	46,071	4
19	xfinity	Telecom Providers	44,758	3
20	THE HOME DEPOT	Retail	41,866	3
21	Spectrum	Telecom Providers	41,239	2
22	Nike	Apparel	34,295	4
23	accenture	Technology	28,410	3
24	Budweiser	Beer	28,029	4
25	AMERICAN EXPRESS	Payments	27,697	4

Source: BrandZ™/Kantar Millward Brown (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

	Brand	Category	Brand Value 2018 \$M	BC Index
26	Walmart	Retail	27,585	2
27	ORACLE	Technology	25,370	2
28	PayPal	Payments	23,190	5
29	intel	Technology	22,790	2
30	Pampers	Baby Care	22,000	5
31	YouTube	Technology	20,380	4
32	citi	Banks	20,316	2
33	FedEx	Logistics	19,993	5
34	SUBWAY	Fast Food	19,529	4
35	Colgate	Personal Care	18,273	4
36	ExxonMobil	Oil & Gas	18,212	1
37	cisco	Technology	17,701	2
38	usbank	Banks	17,185	3
39	T-Mobile	Telecom Providers	16,926	3
40	COSTCO WHOLESALE	Retail	16,785	2
41	CHASE	Banks	16,687	3
42	Gillette	Personal Care	15,921	5
43	J.P.Morgan	Banks	15,871	3
44	NETFLIX	Technology	15,676	3
45	LinkedIn	Technology	14,744	5
46	Adobe	Technology	14,265	2
47	salesforce	Technology	14,222	3
48	Bank of America	Banks	13,657	2
49	Sprint	Telecom Providers	13,316	3
50	ebay	Retail	12,962	3

	Brand	Category	Brand Value 2018 \$M	BC Index
51	KFC	Fast Food	12,895	3
52	Ford	Cars	12,813	3
53	Hewlett Packard Enterprise	Technology	12,794	3
54	pepsi	Soft Drinks	12,746	4
55	hp	Technology	12,434	3
56	dish	Telecom Providers	12,117	3
57	LOWE'S	Retail	12,115	2
58	Camel	Tobacco	10,952	3
59	SNAPCHAT	Technology	10,845	4
60	DELTA	Airlines	10,557	2
61	Walgreens	Retail	10,200	3
62	State Farm	Insurance	10,014	3
63	Hilton	Hotels	9,824	3
64	Morgan Stanley	Banks	9,775	2
65	American Airlines	Airlines	9,586	2
66	CVS pharmacy	Retail	9,109	3
67	7-ELEVEN	Retail	9,036	4
68	LM	Tobacco	9,022	2
69	Instagram	Technology	8,732	4
70	Goldman Sachs	Banks	8,700	3
71	Chevron	Oil & Gas	8,482	1
72	Ford	Cars	8,319	4
73	Lays	Food & Dairy	8,239	3
74	Southwest	Airlines	8,140	3
75	PNC	Banks	8,108	2

The Brand Value of Coca-Cola includes Lights, Diets and Zero
The Brand Value of Budweiser includes Bud Light
The Brand Value of Pepsi includes Diets

	Brand	Category	Brand Value 2018 \$M	BC Index
76	Tide	Home Care	7,945	5
77	TARGET	Retail	7,517	3
78	Pizza Hut	Fast Food	7,364	3
79	MARRIOTT	Hotels	7,309	2
80	Domino's	Fast Food	7,120	3
81	Pall Mall	Tobacco	7,062	2
82	UNITED	Airlines	6,958	2
83	UNIVERSAL	Entertainment	6,708	3
84	CenturyLink	Telecom Providers	6,693	2
85	Huggies	Baby Care	6,614	5
86	GEICO	Insurance	6,491	2
87	CLINIQUE	Personal Care	6,008	5
88	Kroger	Retail	5,898	3
89	DELL	Technology	5,788	3
90	Tropicana	Soft Drinks	5,748	4
91	Oldemark	Fast Food	5,684	4
92	PRINCE KING	Fast Food	5,533	2
93	Sprite	Soft Drinks	5,358	3
94	WHOLE FOODS MARKET	Retail	5,185	5
95	TJ-maxx	Retail	4,765	2
96	PROGRESSIVE	Insurance	4,758	2
97	GATORADE	Soft Drinks	4,694	4
98	TACO BELL	Fast Food	4,661	3
99	ESTÉE LAUDER	Personal Care	4,474	5
100	Capital One	Banks	4,472	3



































EXHIBIT 5

BrandZ™ Top 100 Most Valuable

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
1	 amazon	Retail	315,505	4	+52%	2	
2	 Apple	Technology	309,527	4	+3%	0	
3	 Google	Technology	309,000	4	+2%	-2	
4	 Microsoft	Technology	251,244	4	+25%	0	
5	 VISA	Payments	177,918	5	+22%	2	
6	 facebook	Technology	158,968	4	-2%	0	
7	 Alibaba Group 阿里巴巴集团	Retail	131,246	3	+16%	2	
8	 Tencent 腾讯	Technology	130,862	4	-27%	-3	
9	 McDonald's	Fast Food	130,368	4	+3%	-1	
10	 AT&T	Telecom Providers	108,375	3	+2%	0	
11	 verizon	Telecom Providers	94,598	4	+11%	1	
12	 Mastercard	Payments	91,929	4	+30%	3	
13	 IBM	Technology	86,005	4	-11%	-2	
14	 Coca-Cola	Beverages	80,825	5	+1%	0	
15	 Marlboro	Tobacco	71,958	3	-12%	-2	
16	 SAP	Technology	57,528	3	+4%	1	
17	 Disney	Entertainment	57,007	4	+6%	2	
18	 ups	Logistics	54,899	5	-9%	-2	
19	 THE HOME DEPOT	Retail	53,507	3	+13%	1	
20	 xfinity	Telecom Providers	48,889	3	+14%	4	
21	 Nike	Apparel	47,360	4	+23%	8	
22	 LV	Luxury	47,214	5	+15%	4	
23	 WELLS FARGO	Regional Banks	46,468	3	-15%	-5	
24	 Starbucks	Fast Food	45,884	4	+3%	-1	
25	 T..	Telecom Providers	44,219	3	+7%	0	



















































Source: BrandZ™ / Kantar (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

Global Brands 2019

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
26	 PayPal	Payments	44,166	5	+25%	4	
27	 中国移动 China Mobile	Telecom Providers	39,322	4	-15%	-6	
28	 accenture	Technology	39,184	3	+16%	4	
29	 ICBC 中国工商银行	Regional Banks	38,432	2	-16%	-7	
30	 Spectrum	Telecom providers	38,423	2	-2%	-3	
31	 CHANEL	Luxury	37,006	5	NEW		
32	 Walmart	Retail	36,801	2	+8%	-1	
33	 AMERICAN EXPRESS	Payments	35,071	4	+17%	2	
34	 NETFLIX	Entertainment	34,290	3	+65%	27	
35	 王吉同	Alcohol	33,924	4	+6%	-1	
36	 intel	Technology	31,880	2	+13%	2	
37	 HERMÈS PARIS	Luxury	30,966	5	+10%	2	
38	 SAMSUNG	Technology	30,369	4	-6%	-5	
39	 YouTube	Entertainment	29,613	4	+29%	12	
40	 中国平安 PING AN	Insurance	29,470	3	+13%	3	
41	 TOYOTA	Cars	29,151	4	-3%	-5	
42	 CISCO	Technology	28,861	2	+35%	15	
43	 L'ORÉAL PARIS	Personal Care	28,376	4	+9%	1	
44	 Instagram	Technology	28,205	4	+95%	47	
45	 Adobe	Technology	27,930	2	+57%	30	
46	 salesforce	Technology	26,917	3	+58%	32	
47	 HUAWEI	Technology	26,908	3	+8%	1	
48	 GE	Conglomerate	26,700	2	-32%	-20	
49	 vodafone	Telecom Providers	26,499	3	-8%	-12	
50	 ORACLE	Technology	26,488	2	+3%	-5	

The Brand Value of Coca-Cola includes Diet Coke, Coca-Cola Light and Coca-Cola Zero

BrandZ™ Top 100 Most Valuable

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
51	 Budweiser	Beer	26,317	5	-3%	-11	
52	 GUCCI	Luxury	25,274	5	+13%	2	
53	 Uber	Transport	24,206	3	+51%	28	
54	 Mercedes-Benz	Cars	23,355	4	-9%	-8	
55	 BMW	Cars	23,326	4	-9%	-8	
56	 HSBC	Global Banks	23,169	3	-2%	-6	
57	 RBC	Regional Banks	22,845	4	0%	-5	
58	 LinkedIn	Technology	22,816	4	+46%	25	
59	 中国建设银行 China Construction Bank	Regional Banks	22,709	2	-4%	-10	
60	 HDFC BANK	Regional Banks	22,705	4	+9%	0	
61	 ZARA	Apparel	22,581	3	-16%	-19	
62	 COSTCO WHOLESALE	Retail	21,282	3	+17%	10	
63	 Bai 百度	Technology	20,879	5	-22%	-22	
64	 orange	Telecom Providers	20,728	3	+6%	1	
65	 Shell	Energy	20,669	1	+2%	-2	
66	 京东 JD	Retail	20,609	3	-2%	-7	
67	 CHASE	Regional Banks	20,514	3	+6%	0	
68	 LIC	Insurance	20,314	3	NEW		
69	 FedEx	Logistics	20,176	5	-9%	-13	
70	 NTT	Telecom Providers	20,070	3	-10%	-15	
71	 DiDi	Transport	20,041	4	NEW		
72	 TD	Regional Banks	19,958	3	+2%	-6	
73	 J.P.Morgan	Global Banks	19,827	3	+9%	0	
74	 mi Xiaomi	Technology	19,805	3	NEW		
75	 movistar	Telecom Providers	19,361	3	-15%	-22	

Source: BrandZ™ / Kantar (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

Global Brands 2019

	Brand	Category	Brand Value 2019 \$Mil.	Brand Contribution	Brand Value % Change 2019 vs. 2018	Rank Change	Country of Origin
76	 IKEA	Retail	18,949	3	+8%	0	
77	 citi	Global Banks	18,878	3	-11%	-19	
78	 美团 Meituan	Lifestyle Platform	18,760	5	NEW		
79	 Pampers	Baby Care	18,664	5	-8%	-15	
80	 ExxonMobil	Energy	18,604	1	+2%	-6	
81	 DELL Technologies	Technology	18,486	3	NEW		
82	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	18,199	2	-5%	-13	
83	 Bank of America	Regional Banks	17,983	2	+3%	-6	
84	 Colgate	Personal Care	17,567	4	-5%	-13	
85	 KFC	Fast Food	17,205	4	+14%	2	
86	 SUBWAY	Fast Food	17,124	4	-9%	-16	
87	 XBOX	Technology	16,690	2	NEW		
88	 DHL	Logistics	16,644	4	-19%	-26	
89	 Haier	IoT Ecosystem	16,272	5	NEW		
90	 AIA	Insurance	16,145	3	+7%	-4	
91	 Commonwealth Bank	Regional Banks	15,795	3	-18%	-23	
92	 SIEMENS	Conglomerate	15,308	2	-4%	-10	
93	 hp	Technology	15,202	3	+3%	-4	
94	 LOWE'S	Retail	14,964	2	14%	1	
95	 usbank	Regional Banks	14,851	3	-9%	-15	
96	 ALDI	Retail	14,692	3	+7%	-3	
97	 TATA CONSULTANCY SERVICES	Technology	14,282	2	NEW		
98	 Gillette	Personal Care	14,150	5	-8%	-13	
99	 BCA	Regional Banks	13,437	4	+6%	0	
100	 adidas	Apparel	13,355	4	+7%	0	

The Brand Value of Budweiser includes Bud Light

BrandZ™ Top 100 Most

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
1	Google	Technology	302,063	4	+23%	0	
2	Apple	Technology	300,595	4	+28%	0	
3	amazon	Retail	207,594	4	+49%	1	
4	Microsoft	Technology	200,987	4	+40%	-1	
5	Tencent 腾讯	Technology	178,990	5	+65%	3	
6	facebook	Technology	162,106	4	+25%	-1	
7	VISA	Payments	145,611	5	+31%	0	
8	McDonald's	Fast Food	126,044	4	+29%	2	
9	Alibaba Group 阿里巴巴集团	Retail	113,401	3	+92%	5	
10	AT&T	Telecom Providers	106,698	3	-7%	-4	
11	IBM	Technology	96,269	4	-6%	-2	
12	verizon	Telecom Providers	84,897	3	-5%	-1	
13	Marlboro	Tobacco	81,914	3	-6%	-1	
14	Coca-Cola	Soft Drinks	79,964	5	+2%	-1	
15	mastercard	Payments	70,872	4	+42%	5	
16	ups	Logistics	60,412	5	+4%	0	
17	SAP	Technology	55,366	3	+23%	4	
18	WELLS FARGO	Regional Banks	54,952	3	-6%	-3	
19	Disney	Entertainment	53,833	5	+3%	-1	
20	THE HOME DEPOT	Retail	47,229	3	+17%	4	
21	中国移动 China Mobile	Telecom Providers	46,349	4	-18%	-4	
22	ICBC 中国工商银行	Regional Banks	45,853	2	+45%	6	
23	Starbucks	Fast Food	44,503	4	+1%	-1	
24	xfinity	Telecom Providers	43,056	3	+3%	-1	
25	T-Mobile	Telecom Providers	41,499	3	+8%	0	

Source: BrandZ™ / Kantar Millward Brown (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

Valuable Global Brands 2018

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
26	LV	Luxury	41,138	5	+41%	3	
27	Spectrum	Telecom Providers	39,372	2	NEW		
28	GE	Conglomerate	39,041	2	-22%	-9	
29	Nike	Apparel	38,479	4	+13%	-3	
30	PayPal	Payments	35,440	5	+85%	22	
31	Walmart	Retail	34,002	2	+22%	0	
32	accenture	Technology	33,723	3	+24%	0	
33	SAMSUNG	Technology	32,191	4	+34%	4	
34	MOËT	Alcohol	32,113	4	+89%	30	
35	AMERICAN EXPRESS	Payments	30,046	4	+24%	1	
36	TOYOTA	Cars	29,987	4	+5%	-6	
37	vodafone	Telecom Providers	28,860	3	-9%	-10	
38	intel	Technology	28,316	2	+29%	6	
39	HERMÈS PARIS	Luxury	28,063	5	+20%	2	
40	Budweiser	Beer	27,031	4	0%	-7	
41	Baidu 百度	Technology	26,861	5	+14%	-2	
42	ZARA	Apparel	26,860	3	+7%	-8	
43	中国平安 PINGAN	Insurance	26,141	3	+51%	18	
44	L'ORÉAL PARIS	Personal Care	26,107	4	+9%	-6	
45	ORACLE	Technology	25,802	2	+21%	1	
46	Mercedes-Benz	Cars	25,684	5	+9%	-6	
47	BMW	Cars	25,624	4	+4%	-12	
48	HUAWEI	Technology	24,922	3	+22%	1	
49	中国建设银行 China Construction Bank	Regional Banks	23,747	2	+27%	5	
50	HSBC	Global Banks	23,633	3	+15%	-2	













































The Brand Value of Coca-Cola includes Lights, Diets and Zero
The Brand Value of Budweiser includes Bud Light

BrandZ™ Top 100 Most

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
51	 YouTube	Technology	22,958	4	+37%	14	
52	 RBC	Regional Banks	22,924	4	+8%	-5	
53	 movistar	Telecom Providers	22,824	3	+4%	-10	
54	 GUCCI	Luxury	22,442	5	+66%	26	
55	 NTT	Telecom Providers	22,377	3	+11%	-5	
56	 FedEx	Logistics	22,218	5	+14%	-5	
57	 cisco	Technology	21,331	2	+28%	9	
58	 citi	Global Banks	21,258	2	+21%	1	
59	 JD.COM	Retail	20,933	3	+94%	NEW	
60	 HDFC BANK	Regional Banks	20,874	4	+22%	3	
61	 NETFLIX	Entertainment	20,819	3	+73%	31	
62	 DHL	Logistics	20,568	4	+30%	8	
63	 Shell	Oil & Gas	20,264	1	+10%	-6	
64	 Pampers	Baby Care	20,183	5	-10%	-22	
65	 orange	Telecom Providers	19,647	3	+14%	-3	
66	 TD	Regional Banks	19,628	3	+6%	-10	
67	 CHASE	Regional Banks	19,324	3	+35%	6	
68	 Commonwealth Bank	Regional Banks	19,286	3	+11%	-8	
69	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	19,141	2	+28%	3	
70	 SUBWAY	Fast Food	18,766	4	-14%	-25	
71	 Colgate	Personal Care	18,516	5	+4%	-13	
72	 Costco	Retail	18,265	3	+12%	-4	
73	 J.P.Morgan	Global Banks	18,251	3	+29%	1	
74	 ExxonMobil	Oil & Gas	18,222	1	-3%	-19	
75	 Adobe	Technology	17,831	3	+53%	23	

Source: BrandZ™ / Kantar Millward Brown (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

Valuable Global Brands 2018

	Brand	Category	Brand Value 2018 \$Mil.	Brand Contribution	Brand Value % Change 2018 vs. 2017	Rank Change	Country of Origin
76	 IKEA	Retail	17,481	3	-8%	-23	
77	 Bank of America	Regional Banks	17,439	2	+42%	10	
78	 salesforce	Technology	17,026	3	+39%	12	
79	 中国人寿 CHINA LIFE	Insurance	16,429	3	+18%	-1	
80	 usbank	Regional Banks	16,278	3	+7%	-9	
81	 UBER	Transport	16,045	3	NEW		
82	 SIEMENS	Conglomerate	15,965	2	+14%	-5	
83	 Linked in	Technology	15,657	5	+15%	-4	
84	 中国银行 BANK OF CHINA	Regional Banks	15,607	2	+30%	10	
85	 Gillette	Personal Care	15,358	5	-6%	-18	
86	 THE REAL LIFE COMPANY	Insurance	15,131	3	+29%	11	
87	 KFC	Fast Food	15,131	4	+12%	-6	
88	 ebay	Retail	14,829	3	+20%	-2	
89	 hp	Technology	14,797	3	NEW		
90	 SF Express	Logistics	14,537	4	NEW		
91	 Instagram	Technology	14,496	5	NEW		
92	 ANZ	Regional Banks	14,465	3	+3%	-17	
93	 ALDI	Retail	13,785	3	+12%	-4	
94	 BT	Telecom Providers	13,604	3	-15%	-25	
95	 LOWE'S	Retail	13,111	3	-2%	-13	
96	 Ford	Cars	12,742	3	-2%	-13	
97	 HONDA	Cars	12,695	4	+4%	-6	
98	 pepsi	Soft Drinks	12,685	4	0%	-14	
99	 BCA	Regional Banks	12,674	4	NEW		
100	 adidas	Apparel	12,456	4	+50%	NEW	

The Brand Value of Pepsi includes Diets

BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
1		Technology	245,581	4	7%	0
2		Technology	234,671	4	3%	0
3		Technology	143,222	4	18%	0
4		Retail	139,286	4	41%	3
5		Technology	129,800	4	27%	0
6		Telecom Providers	115,112	3	7%	-2
7		Payments	110,999	4	10%	-1
8		Technology	108,292	5	27%	3
9		Technology	102,088	4	18%	1
10		Fast Food	97,723	4	10%	-1
11		Telecom Providers	89,279	3	-4%	-3
12		Tobacco	87,519	3	4%	0
13		Soft Drinks	78,142	5	-3%	0
14		Retail	59,127	2	20%	4
15		Regional Banks	58,424	3	0%	-1
16		Logistics	58,275	4	17%	1
17		Telecom Providers	56,535	4	1%	-2
18		Entertainment	52,040	4	6%	1
19		Conglomerate	50,208	2	-7%	-3
20		Payments	49,928	4	8%	0
21		Technology	45,194	3	16%	1
22		Fast Food	44,230	4	2%	-1
23		Telecom Providers	41,808	3	NEW ENTRY	
24		Retail	40,327	3	11%	2
25		Telecom Providers	38,493	3	2%	-2

Source: Kantar Millward Brown / BrandZ™ (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
26		Apparel	34,185	4	-9%	-2
27		Telecom Providers	31,602	3	-14%	-2
28		Regional Banks	31,570	2	-6%	-1
29		Luxury	29,242	4	3%	1
30		Cars	28,660	4	-3%	-2
31		Retail	27,934	2	2%	1
32		Technology	27,243	3	19%	6
33		Beer	27,037	4	-3%	-2
34		Apparel	25,135	3	0%	1
35		Cars	24,559	4	-8%	-2
36		Payments	24,150	4	-9%	-2
37		Technology	24,007	4	23%	11
38		Personal Care	23,899	4	2%	-2
39		Technology	23,559	5	-19%	-10
40		Cars	23,513	4	4%	-1
41		Luxury	23,416	5	18%	3
42		Baby Care	22,312	5	-3%	-5
43		Telecom Providers	22,002	3	0%	-3
44		Technology	21,919	2	18%	7
45		Fast Food	21,713	4	1%	-4
46		Technology	21,359	2	10%	3
47		Regional Banks	21,145	4	8%	-2
48		Global Banks	20,536	3	1%	-5
49		Technology	20,388	3	9%	1
50		Telecom Providers	20,197	2	3%	-3

The Brand Value of Coca-Cola includes Lights, Diets and Zero
The Brand Value of Budweiser includes Bud Light

BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
51		Logistics	19,441	4	20%	12
52		Payments	19,156	4	20%	13
53		Retail	18,944	3	5%	2
54		Regional Banks	18,770	2	-4%	-8
55		Oil & Gas	18,727	1	11%	3
56		Regional Banks	18,551	3	12%	4
57		Oil & Gas	18,346	1	23%	9
58		Personal Care	17,740	4	-3%	-4
59		Global Banks	17,580	2	3%	-3
60		Regional Banks	17,437	3	7%	4
61		Insurance	17,260	3	2%	-4
62		Telecom Providers	17,180	3	-7%	-9
63		Regional Banks	17,137	4	19%	6
64		Alcohol	16,983	4	48%	29
65		Technology	16,785	4	NEW ENTRY	
66		Technology	16,725	2	15%	1
67		Personal Care	16,278	5	-1%	-6
68		Retail	16,257	2	12%	0
69		Telecom Providers	16,026	3	-14%	-17
70		Logistics	15,844	4	20%	3
71		Regional Banks	15,202	3	8%	-1
72		Regional Banks	14,981	2	-8%	-10
73		Regional Banks	14,289	3	16%	11
74		Global Banks	14,129	3	18%	15
75		Regional Banks	14,044	3	9%	2
























Source: Kantar Millward Brown / BrandZ™ (including data from Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BrandZ™ Top 100 Most Valuable Global Brands 2017

	Brand	Category	Brand Value 2017 \$Mil.	Brand Contribution	Brand Value % Change 2017 vs. 2016	Rank Change
76		Technology	14,018	3	NEW ENTRY	
77		Conglomerate	13,947	2	12%	4
78		Insurance	13,910	3	-17%	-19
79		Technology	13,594	4	10%	6
80		Luxury	13,548	5	8%	0
81		Fast Food	13,521	3	9%	1
82		Retail	13,375	2	3%	-6
83		Cars	13,065	3	0%	-8
84		Soft Drinks	12,730	4	4%	2
85		Oil & Gas	12,639	1	-4%	-13
86		Retail	12,365	3	7%	5
87		Regional Banks	12,286	2	9%	8
88		Telecom Providers	12,273	4	-4%	-10
89		Retail	12,273	2	2%	-2
90		Technology	12,234	2	NEW ENTRY	
91		Cars	12,163	4	-8%	-17
92		Technology	12,057	2	NEW ENTRY	
93		Technology	12,026	4	NEW ENTRY	
94		Regional Banks	12,013	2	-13%	-23
95		Telecom Providers	11,964	2	5%	-1
96		Telecom Providers	11,795	3	NEW ENTRY	
97		Insurance	11,691	3	11%	1
98		Technology	11,649	2	12%	2
99		Soft Drinks	11,567	4	-1%	-9
100		Cars	11,341	3	-1%	-8

The Brand Value of Pepsi includes Diets
The Brand Value of Red Bull includes sugar-free and Cola

BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
1	 Google	Technology	229,198	4	32%	1
2	 Apple	Technology	228,460	4	-8%	-1
3	 Microsoft	Technology	121,824	3	5%	0
4	 AT&T	Telecom Providers	107,387	3	20%	2
5	 facebook	Technology	102,551	4	44%	7
6	 VISA	Payments	100,800	4	10%	-1
7	 amazon	Retail	98,988	3	59%	7
8	 verizon	Telecom Providers	93,220	3	8%	-1
9	 McDonald's	Fast Food	88,654	4	9%	0
10	 IBM	Technology	86,206	4	-8%	-6
11	 Tencent 腾讯	Technology	84,945	4	11%	0
12	 Marlboro	Tobacco	84,143	3	5%	-2
13	 Coca-Cola	Soft Drinks	80,314	5	-4%	-5
14	 Wells Fargo	Regional Banks	58,540	3	-1%	2
15	 中国移动 China Mobile	Telecom Providers	55,923	4	-7%	0
16	 GE	Conglomerate	54,093	2	-9%	1
17	 ups	Logistics	49,816	4	-4%	1
18	 Alibaba Group 阿里巴巴集团	Retail	49,298	2	-26%	-5
19	 Disney	Entertainment	49,229	4	15%	0
20	 MasterCard	Payments	46,141	4	15%	0
21	 Starbucks	Fast Food	43,565	4	49%	8
22	 SAP	Technology	39,023	3	2%	2
23	 T-Mobile	Telecom Providers	37,733	3	12%	4
24	 Nike	Apparel	37,472	4	26%	4
25	 vodafone	Telecom Providers	36,750	3	-4%	-2


























Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
26	 Huggies	Retail	36,440	2	32%	5
27	 ICBC 中国工商银行 INDUSTRIAL AND COMMERCIAL BANK OF CHINA	Regional Banks	33,637	2	-13%	-5
28	 TOYOTA	Cars	29,501	3	2%	2
29	 Baidu 百度	Technology	29,030	4	-27%	-8
30	 LV	Luxury	28,508	4	4%	2
31	 Budweiser	Beer	27,925	4	5%	2
32	 Walmart	Retail	27,275	2	-23%	-6
33	 BMW	Cars	26,837	4	2%	1
34	 AMERICAN EXPRESS	Payments	26,641	4	-30%	-9
35	 ZARA	Apparel	25,221	3	14%	7
36	 L'ORÉAL PARIS	Personal Care	23,524	4	1%	2
37	 Pampers	Baby Care	22,911	5	-4%	0
38	 accenture	Technology	22,813	3	13%	13
39	 Mercedes-Benz	Cars	22,708	4	4%	4
40	 movistar	Telecom Providers	21,945	3	3%	6
41	 SUBWAY	Fast Food	21,567	4	-4%	-1
42	 hp	Technology	21,387	2	-7%	-3
43	 HSBC	Global Banks	20,276	2	-16%	-8
44	 HERMÈS PARIS	Luxury	19,821	5	5%	11
45	 RBC	Regional Banks	19,635	4	-18%	-9
46	 中国建设银行 China Construction Bank	Regional Banks	19,617	2	-11%	-5
47	 NTT	Telecom Providers	19,552	2	N/A	N/A
48	 SAMSUNG	Technology	19,490	4	-10%	-3
49	 ORACLE®	Technology	19,489	1	-10%	-5
50	 HUAWEI	Technology	18,652	3	22%	20

The Brand Value of Coca-Cola includes Lights, Diets and Zero
The Brand Value of Budweiser includes Bud Light
NTT is now valued as a telecom provider and its brand value is restated this year

BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
51		Technology	18,632	2	1%	5
52		Telecom Providers	18,575	3	3%	6
53		Telecom Providers	18,465	3	6%	8
54		Personal Care	18,319	4	2%	3
55		Retail	18,082	3	6%	9
56		Global Banks	17,055	2	-2%	4
57		Insurance	16,910	2	6%	11
58		Oil & Gas	16,838	1	-18%	-9
59		Insurance	16,712	2	-4%	3
60		Regional Banks	16,543	3	-20%	-13
61		Personal Care	16,400	4	-17%	-9
62		Regional Banks	16,331	2	-19%	-12
63		Logistics	16,236	4	-17%	-10
64		Regional Banks	16,227	3	-21%	-16
65		Payments	15,910	4	35%	23
66		Oil & Gas	14,940	1	-21%	-12
67		Technology	14,508	2	-10%	0
68		Retail	14,461	2	29%	29
69		Regional Banks	14,440	3	3%	5
70		Regional Banks	14,098	2	-5%	2
71		Regional Banks	13,803	2	-16%	-6
72		Oil & Gas	13,206	1	-24%	-9
73		Logistics	13,199	4	-19%	-7
74		Cars	13,195	3	-1%	4
75		Cars	13,084	3	0%	5













Source: BrandZ™ / Millward Brown (including data from Kantar Retail and Bloomberg)
Brand contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BRANDZ™ Top 100 Most Valuable Global Brands 2016

	Brand	Category	Brand Value 2016 \$Mil.	Brand Contribution	Brand Value % Change 2016 vs. 2015	Rank Change
76		Retail	13,001	2	21%	NEW
77		Regional Banks	12,883	3	-27%	-18
78		Telecom Providers	12,825	3	1%	4
79		Apparel	12,665	2	-8%	-4
80		Luxury	12,592	5	-9%	-4
81		Conglomerate	12,485	2	-19%	-12
82		Fast Food	12,386	3	-2%	1
83		Oil & Gas	12,341	1	-18%	-12
84		Regional Banks	12,330	3	6%	5
85		Technology	12,314	4	1%	0
86		Soft Drinks	12,188	4	-7%	-7
87		Retail	12,077	2	4%	3
88		Retail	12,074	3	17%	NEW
89		Global Banks	11,943	2	-12%	-12
90		Soft Drinks	11,667	3	3%	4
91		Retail	11,509	2	-19%	-18
92		Cars	11,479	2	1%	1
93		Alcohol	11,465	4		NEW
94		Telecom Providers	11,343	2	2%	4
95		Regional Banks	11,289	2	0%	0
96		Oil & Gas	10,552	1	-18%	-15
97		Beer	10,549	4	9%	NEW
98		Insurance	10,545	2	10%	NEW
99		Retail	10,496	2	37%	NEW
100		Technology	10,440	2	41%	NEW

The Brand Value of Pepsi includes Diets
The Brand Value of Red Bull includes sugar-free and Cola



















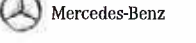






BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
1		Technology	246,992	4	67%	1
2		Technology	173,652	4	9%	-1
3		Technology	115,500	4	28%	1
4		Technology	93,987	4	-13%	-1
5		Payments	91,962	4	16%	2
6		Telecom Providers	89,492	3	15%	2
7		Telecom Providers	86,009	3	36%	4
8		Soft Drinks	83,841	5	4%	-2
9		Fast Food	81,162	4	-5%	-4
10		Tobacco	80,352	3	19%	-1
11		Technology	76,572	5	43%	3
12		Technology	71,121	4	99%	9
13		Retail	66,375	2	NEW ENTRY	
14		Retail	62,292	4	-3%	-4
15		Telecom Providers	59,895	4	20%	0
16		Regional Banks	59,310	3	9%	-3
17		Conglomerate	59,272	2	5%	-5
18		Logistics	51,798	5	9%	-2
19		Entertainment	42,962	5	24%	4
20		Payments	40,188	4	2%	-2
21		Technology	40,041	5	35%	4
22		Regional Banks	38,808	2	-8%	-5
23		Telecom Providers	38,461	3	6%	-3
24		Technology	38,225	3	5%	-5
25		Payments	38,093	4	11%	-1

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

Coca-Cola includes Lights, Diets and Zero


























BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
26	 Walmart	Retail	35,245	2	0%	-4
27	 T ..	Telecom Providers	33,834	3	18%	0
28	 Nike	Apparel	29,717	4	21%	6
29	 Starbucks	Fast Food	29,313	4	14%	2
30	 TOYOTA	Cars	28,913	4	-2%	-4
31	 Home Depot	Retail	27,705	2	25%	9
32	 LV	Luxury	27,445	5	6%	-2
33	 Budweiser	Beer	26,657	4	9%	2
34	 BMW	Cars	26,349	4	2%	-2
35	 HSBC	Global Banks	24,029	3	-11%	-7
36	 BOC	Regional Banks	23,989	4	6%	2
37	 Pampers	Baby Care	23,757	5	5%	2
38	 L'ORÉAL PARIS	Personal Care	23,376	4	0%	-2
39	 hp	Technology	23,039	3	18%	10
40	 SUBWAY	Fast Food	22,561	4	7%	3
41	 中国建设银行 China Construction Bank	Regional Banks	22,065	2	-12%	-8
42	 ZARA	Apparel	22,036	3	-5%	-5
43	 Mercedes-Benz	Cars	21,786	4	1%	-1
44	 ORACLE	Technology	21,680	2	4%	1
45	 SAMSUNG	Technology	21,602	4	-17%	-16
46	 movistar	Telecom Providers	21,215	3	2%	0
47	 TD	Regional Banks	20,638	4	3%	0
48	 Commonwealth Bank	Regional Banks	20,599	3	-2%	-4
49	 ExxonMobil	Oil & Gas	20,412	1	3%	-1
50	 中国农业银行 AGRICULTURAL BANK OF CHINA	Regional Banks	20,189	1	11%	4

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

























Budweiser includes Bud Light

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
51	 accenture	Technology	20,183	3	11%	4
52	 Gillette	Personal Care	19,737	5	4%	0
53	 FedEx.	Logistics	19,566	5	15%	5
54	 Shell	Oil & Gas	18,943	1	0%	-1
55	 HERMÈS PARIS	Luxury	18,938	5	-13%	-14
56	 Intel	Technology	18,385	2	58%	30
57	 Colgate	Personal Care	17,977	4	2%	-1
58	 BT	Telecom Providers	17,953	3	17%	6
59	 ANZ	Regional Banks	17,702	4	-7%	-8
60	 citi	Global Banks	17,486	2	1%	-3
61		Telecom Providers	17,384	3	12%	1
62	 中国人寿 China Life	Insurance	17,365	3	44%	19
63		Oil & Gas	17,267	1	21%	4
64	 IKEA	Retail	17,025	3	-12%	-14
65	 中國銀行 BANK OF CHINA	Regional Banks	16,438	2	16%	3
66	 DHL	Logistics	16,301	4	19%	7
67	 CISCO	Technology	16,060	2	17%	5
68	 中国平安 PING AN	Insurance	15,959	3	29%	9
69	 SIEMENS	Technology	15,496	3	-8%	-10
70	 HUAWEI	Technology	15,335	3	NEW ENTRY	
71		Oil & Gas	15,022	1	21%	5
72	 usbank.	Regional Banks	14,786	3	-1%	-7
73	 ebay	Retail	14,171	3	-9%	-12
74	 HDFC BANK	Regional Banks	14,027	4	NEW ENTRY	
75	 H.M	Apparel	13,827	2	-11%	-12

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

BRANDZ™ TOP 100 MOST VALUABLE GLOBAL BRANDS 2015

	Brand	Category	Brand Value 2015 \$M	Brand Contribution	Brand Value % change 2015 vs 2014	Rank change
76	 GUCCI	Luxury	13,800	5	-14%	-16
77	J.P.Morgan	Global Banks	13,522	3	9%	2
78	 HONDA The Power of Dreams	Cars	13,332	4	-5%	-8
79	 pepsi	Soft Drinks	13,134	4	14%	9
80	 Ford	Cars	13,106	3	11%	4
81	 bp	Oil & Gas	12,938	1	1%	-7
82	 Telstra	Telecom Providers	12,701	4	NEW ENTRY	
83	 McDonald's	Fast Food	12,649	4	6%	0
84	 Westpac	Regional Banks	12,420	4	6%	1
85	 LinkedIn	Technology	12,200	5	-2%	-7
86	 Bank of China	Global Banks	12,181	3	10%	5
87	 Woolworths	Retail	11,818	4	-1%	-5
88	 PayPal	Payments	11,806	4	20%	9
89	 CHASE	Regional Banks	11,661	3	0%	-2
90	 AISI	Retail	11,660	2	22%	10
91	 ING	Global Banks	11,560	3	18%	7
92	 Twitter	Technology	11,447	4	-17%	-21
93	 Porsche	Cars	11,411	3	3%	-3
94	 Red Bull	Soft Drinks	11,375	4	5%	-2
95	 Bank of America	Regional Banks	11,335	2	12%	-1
96	 docomo	Telecom Providers	11,223	3	12%	-1
97	 Costco	Retail	11,214	2	NEW ENTRY	
98	 SoftBank	Telecom Providers	11,131	2	NEW ENTRY	
99	 中国电信 CHINA TELECOM	Telecom Providers	11,075	4	NEW ENTRY	
100	 Scotiabank	Regional Banks	11,044	2	-3%	-11

Source: Millward Brown (including data from BrandZ, Kantar Retail and Bloomberg)
Brand Contribution measures the influence of brand alone on financial value, on a scale of 1 to 5, 5 highest

Pepsi includes Diets
Red Bull includes sugar-free and Cola

BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
1	Google	Technology	158,843	3	40%	1
2	Apple	Technology	147,880	4	-20%	-1
3	IBM	Technology	107,541	4	-4%	0
4	Microsoft	Technology	90,185	4	29%	3
5	McDonald's	Fast Food	85,706	4	-5%	-1
6	Coca-Cola	Soft Drinks	80,583	4	3%	-1
7	VISA	Credit Card	79,197	4	41%	2
8	AT&T	Telecoms	77,883	3	3%	-2
9	Marlboro	Tobacco	67,341	3	-3%	-1
10	amazon.com	Retail	64,255	3	41%	4
11	Verizon	Telecoms	63,460	3	20%	1
12	Unilever	Conglomerate	56,685	2	2%	-1
13	ICBC 中国工商银行	Regional Banks	54,262	3	14%	0
14	Tencent 腾讯	Technology	53,615	4	97%	7
15	Alibaba Group	Telecoms	49,899	3	-10%	-5
16	DHL	Logistics	47,738	4	12%	-1
17	ICBC 中国工商银行	Regional Banks	42,101	2	2%	-1
18	HSBC	Credit Card	39,497	3	42%	2
19	SAP	Technology	36,390	2	6%	0
20	Vodafone	Telecoms	36,277	3	-9%	-3
21	Facebook	Technology	35,740	4	68%	10
22	Walmart	Retail	35,325	2	-2%	-4
23	Disney	Entertainment	34,538	4	44%	3
24	MasterCard	Credit Card	34,430	4	46%	4
25	Intel	Technology	29,768	4	46%	8

Source: Valuation is included data from BrandZ™, Kantar Retail and Bloomberg. Brand contribution measures the influence of brand alone on earnings, and a top 50 list is highest.



















BRANDZ™ Top 100 Most Valuable Global Brands 2014

	Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
26	Mercedes-Benz	Cars	29,598	3	21%	-3
27	T-Mobile	Telecoms	28,756	2	20%	0
28	HSBC	Global Banks	27,051	3	13%	-3
29	Facebook	Technology	25,892	3	21%	1
30	L'Oréal Paris	Luxury	25,873	4	14%	-1
31	Starbucks	Fast Food	25,779	3	44%	13
32	BMW	Cars	25,730	4	7%	-8
33	China Construction Bank	Regional Banks	25,008	2	-7%	-11
34	Nike	Apparel	24,579	4	53%	22
35	Beck's	Beer	24,414	4	20%	-1
36	L'ORÉAL	Personal Care	23,356	4	30%	6
37	ZARA	Apparel	23,140	3	15%	-2
38	Bank of China	Regional Banks	22,620	4	13%	0
39	Pampers	Baby Care	22,598	5	10%	-7
40	Walmart	Retail	22,165	2	20%	1
41	Prada	Luxury	21,844	5	14%	-1
42	Subaru	Cars	21,535	4	20%	1
43	Subway	Fast Food	21,020	4	26%	8
44	Commonwealth Bank	Regional Banks	21,001	3	18%	4
45	ORACLE	Technology	20,913	2	4%	-9
46	Movistar	Telecoms	20,809	2	56%	20
47	ID	Regional Banks	19,950	3	12%	-1
48	ExxonMobil	Oil & Gas	19,745	1	3%	-9
49	HP	Technology	19,469	2	19%	5
50	Ikea	Retail	19,367	3	61%	24

The Brand Value of Coca-Cola includes Light, Shells and Zero.
The Brand Value of Budweiser includes Bud Light.


























← Millward

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
51 	Regional Banks	19,072	3	15%	1
52 	Personal Care	19,025	4	7%	-7
53 	Oil & Gas	19,005	1	8%	-4
54 	Regional Banks	18,235	2	-9%	-17
55 	Technology	18,105	3	10%	-2
56 	Personal Care	17,668	4	2%	-6
57 	Global Banks	17,341	2	30%	7
58 	Logistics	17,002	4	24%	4
59 	Technology	16,800	2	36%	13
60 	Luxury	16,131	5	27%	8
61 	Retail	15,587	2	-12%	-14
62 	Telecoms	15,580	3	13%	-2
63 	Apparel	15,557	2	22%	6
64 	Telecoms	15,367	2	61%	30
65 	Regional Banks	14,926	3	9%	-2
66 	Retail	14,842	4	-9%	-11
67 	Oil & Gas	14,269	1	9%	0
68 	Regional Banks	14,177	2	0%	-10
69 	Technology	14,174	3	44%	23
70 	Cars	14,085	3	14%	1
71 	Technology	13,837	4	New	New
72 	Technology	13,710	2	16%	5
73 	Logistics	13,687	4	53%	25
74 	Oil & Gas	12,871	1	12%	4
75 	Regional Banks	12,637	3	0%	-5

Source: Valuations include data from BrandZ™, Kantar Worldpanel and Nielsen.
Brand contribution measures the influence of brand alone on revenue on a scale of 1 to 5, 5 highest.

BRANDZ™ Top 100 Most Valuable Global Brands 2014

Brand	Category	Brand value 2014 \$M	Brand contribution	Brand value % change 2014 vs 2013	Rank change
76 	Oil & Gas	12,413	1	-7%	-11
77 	Insurance	12,409	2	18%	7
78 	Technology	12,407	4	New	New
79 	Global Banks	12,356	2	28%	14
80 	Telecoms	12,175	3	14%	2
81 	Insurance	12,026	2	-21%	-24
82 	Retail	11,953	3	8%	-2
83 	Fast Food	11,910	3	20%	8
84 	Cars	11,812	3	56%	New
85 	Regional Banks	11,743	3	17%	3
86 	Technology	11,667	2	-15%	-25
87 	Regional Banks	11,663	3	8%	-6
88 	Soft Drinks	11,476	3	-5%	-13
89 	Regional Banks	11,351	2	9%	-4
90 	Cars	11,104	3	9%	-4
91 	Global Banks	11,060	3	20%	5
92 	Soft Drinks	10,873	4	3%	-9
93 	Telecoms	10,221	3	-11%	-14
94 	Regional Banks	10,149	2	New	New
95 	Telecoms	10,041	2	0%	-5
96 	Luxury	9,895	4	6%	-1
97 	Payments	9,833	4	New	New
98 	Global Banks	9,771	3	28%	New
99 	Global Banks	9,683	2	30%	New
100 	Retail	9,584	2	8%	-1

The Brand value of Pepsi includes Diet.
The Brand value of Red Bull includes sugar-free and 100%.

← Milward

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change	Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
1 Technology	Apple	185,071	4	1%	0	26 Entertainment	Disney	23,913	3	40%	17
2 Technology	Google	113,534	3	5%	1	27 Telecoms	T-Mobile	23,893	2	-11%	-7
3 Technology	IBM	112,536	3	-3%	-1	28 Credit Card	MasterCard	23,514	4	16%	2
4 Fast Food	McDonald's	90,255	4	-5%	0	29 Luxury	Louis Vuitton	22,719	4	-12%	-8
5 Soft Drinks	Coca-Cola	78,415	5	6%	1	30 Technology	Lenovo	21,404	3	51%	25
6 Telecoms	AT&T	75,507	3	10%	2	31 Technology	Fujitsu	21,281	4	-38%	-12
7 Technology	Microsoft	69,814	3	-9%	-2	32 Baby Care	Pampers	20,594	5	13%	3
8 Tobacco	B&W Tobacco	59,393	3	-6%	-1	33 Technology	Baidu	20,443	5	-18%	-5
9 Credit Card	VISA	58,080	4	46%	6	34 Retail	ZARA	20,297	4	28%	14
10 Telecoms	T-Mobile	65,368	3	18%	0	35 Apparel	ZARA	20,167	3	60%	31
11 Consumer Goods	Unilever	55,357	2	21%	0	36 Technology	Oracle	20,039	2	-11%	-9
12 Telecoms	Verizon	53,004	3	8%	-3	37 Regional Banks	中国农业银行	19,975	2	12%	1
13 Regional Banks	Bank of China	47,748	3	20%	1	38 Regional Banks	建设银行	19,968	4	16%	2
14 Retail	Amazon.com	45,727	3	34%	4	39 Oil & Gas	ExxonMobil	19,229	1	8%	-5
15 Logistics	DHL	42,747	5	16%	1	40 Luxury	Cartier	19,129	4	0%	-8
16 Regional Banks	工商银行	41,115	2	-1%	-3	41 Retail	屈臣氏	18,486	2	43%	21
17 Telecoms	中国移动	39,712	3	-8%	-5	42 Personal Care	L'ORÉAL	17,971	4	30%	15
18 Retail	Walmart	36,220	2	5%	-8	43 Cars	奔驰	17,952	4	11%	3
19 Technology	SAP	34,365	2	34%	3	44 Fast Food	Starbucks	17,892	4	5%	-2
20 Credit Card	银联	27,821	4	34%	9	45 Personal Care	Gillette	17,823	4	-6%	-12
21 Technology	Tencent	27,273	4	52%	16	46 Regional Banks	工商银行	17,781	4	22%	5
22 Regional Banks	中国建设银行	26,859	2	10%	2	47 Retail	eBay	17,749	2	40%	17
23 Cars	丰田	24,497	4	12%	5	48 Regional Banks	工商银行	17,745	3	35%	12
24 Cars	本田	24,015	4	-2%	-1	49 Oil & Gas	壳牌	17,578	1	-1%	-10
25 Global Banks	HSBC	23,970	3	24%	6	50 Personal Care	Colgate	17,250	4	15%	1

Values are in US\$ from BRANDZ™, Kantar Worldpanel. Kantar Worldpanel is a trademark of Kantar. Brand Contribution measures the influence of brand value on company value. Values are in US\$.



The brands listed on this list are the most valuable brands in the world. The list is based on the brand value of the brands listed on this list.

BRANDZ™ Top 100 Most Valuable Global Brands 2013

Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
51 Fast Food		16,691	4	12%	1
52 Regional Banks		16,565	3	15%	2
53 Technology	accenture	16,503	3	2%	-8
54 Technology	hp	16,362	2	-28%	-28
55 Retail	TESCO	16,303	4	-9%	-19
56 Apparel		15,817	4	-3%	-12
57 Insurance		15,278	3	5%	-4
58 Regional Banks		14,238	2	10%	3
59 Regional Banks	ICICI Bank	14,186	1	12%	4
60 Telecoms		13,829	2	-10%	-10
61 Technology	intel	13,767	2	-12%	-12
62 Logistics	FedEx	13,732	4	17%	8
63 Regional Banks	usbank	13,718	3	-18%	9
64 Global Banks	citi	13,388	2	37%	18
65 Oil & Gas		13,380	1	11%	3
66 Telecoms	movistar	13,336	2	-22%	-25
67 Oil & Gas		13,127	1	-8%	-11
68 Luxury		12,735	5	-48%	New
69 Apparel	ARM	12,732	2	-6%	-11
70 Regional Banks	SBERBANK	12,655	3	19%	4
71 Cars		12,401	3	-2%	-8
72 Technology	SIEMENS	12,331	4	16%	1
73 Alcohol		12,183	3	3%	-4
74 Retail	ikea	12,040	3	31%	15
75 Soft Drinks	pepsi	12,029	4	-5%	-8

Brand value is calculated based on a number of factors, including brand awareness, brand loyalty, and brand equity. The influence of brand alone on earnings is on a scale of 1 to 5, 5 being highest.

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Category	Brand	Brand value 2013 \$M	Brand contribution	Brand value % change 2013 vs 2012	Rank change
76 Retail		11,879	3	13%	0
77 Technology	cisco	11,816	2	-11%	-18
78 Oil & Gas		11,620	1	11%	-1
79 Telecoms	MTN	11,448	3	23%	9
80 Retail	woolworths	11,099	3	New	New
81 Global Banks	CHASE	10,838	3	26%	11
82 Telecoms		10,633	3	11%	3
83 Soft Drinks	Red Bull	10,688	3	8%	-3
84 Insurance	PING AN	10,609	8	4%	-6
85 Regional Banks		10,306	2	8%	-2
86 Cars		10,186	3	3%	-5
87 Global Banks	Standard Chartered	10,160	2	1%	-6
88 Regional Banks	Westpac Australia's First Bank	10,070	3	New	New
89 Telecoms		10,054	3	-18%	-18
90 Telecoms	docomo	10,028	3	-37%	-43
91 Fast Food		9,953	3	12%	0
92 Technology	YAHOO!	9,826	3	New	New
93 Global Banks	J.P.Morgan	9,698	2	New	New
94 Telecoms	BT	9,631	2	New	New
95 Luxury	PRADA	9,454	4	63%	New
96 Global Banks		9,232	3	8%	-1
97 Oil & Gas		9,036	1	5%	-4
98 Logistics	DHL	8,940	3	18%	2
99 Retail		8,885	2	-6%	-12
100 Cars		8,790	3	3%	-4

© 2013 Millward. The BrandZ Top 100 Most Valuable Global Brands 2013 list is based on a number of factors, including brand awareness, brand loyalty, and brand equity. The influence of brand alone on earnings is on a scale of 1 to 5, 5 being highest.

BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
1	Technology	Apple	182,951	4	10	19%	0
2	Technology	Google	115,985	4	5	15%	1
3	Technology	Google	107,857	4	5	-3%	-1
4	Fast Food	McDonald's	95,188	4	8	17%	0
5	Technology	Microsoft	76,651	4	8	-2%	0
6	Soft Drinks	Coca-Cola	74,286	5	7	1%	0
7	Tobacco	Marlboro	73,612	3	7	9%	1
8	Telecoms	China Mobile	68,870	3	5	-1%	-1
9	Telecoms	China Telecom	49,151	3	7	15%	4
10	Telecoms	China Unicom	47,041	4	9	-10%	-1
11	Conglomerate	Alibaba	45,810	2	5	-9%	-1
12	Telecoms	China Netcom	43,033	3	6	-1%	0
13	Financial	ICBC	41,518	2	9	-7%	-2
14	Financial	Bank of China	39,754	3	3	8%	2
15	Financial	Visa	38,284	4	9	34%	5
16	Logistics	UPS	37,129	5	8	7%	1
17	Retail	Walmart	34,436	2	5	-8%	-2
18	Retail	Amazon.com	34,077	3	10	-9%	-4
19	Technology	Facebook	33,233	3	10	74%	16
20	Telecoms	Deutsche Telekom	26,837	3	2	-10%	-1
21	Luxury	Louis Vuitton	25,920	5	8	7%	5
22	Technology	SAP	25,715	3	5	-1%	1
23	Cars	BMW	24,623	4	5	10%	7
24	Financial	China Construction Bank	24,517	2	4	-4%	0
25	Technology	Baidu	24,326	5	10	8%	4

Brand Contribution measures the role brand plays in driving earnings on a scale of 1 to 5 (highest).

Brand Momentum measures the prospects for future earnings on a scale of 1 to 10 (10 highest).

* The Brand Value of Coca-Cola includes Lights, Diets and Zero.

** The Brand Value of Budweiser includes Bud Light.

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
26	Technology	HP	22,898	3	3	-35%	-8
27	Technology	Oracle	22,529	2	5	-16%	-5
28	Cars	Toyota	21,779	3	5	-10%	-1
29	Financial	Bank of America	20,759	4	8	53%	31
30	Financial	Bank of China	20,198	4	3	18%	10
31	Financial	HSBC	19,313	3	3	-14%	-3
32	Luxury	Hugoboss	19,161	5	8	61%	39
33	Personal Care	Gillette	19,055	5	7	-4%	-1
34	Oil & Gas	ExxonMobil	18,315	1	7	10%	7
35	Baby Care	Pampers	18,299	5	7	-5%	-1
36	Retail	Tesco	18,007	4	9	-18%	-5
37	Technology	Tencent	17,992	4	8	19%	15
38	Financial	Bank of China	17,867	2	4	6%	5
39	Oil & Gas	Shell	17,781	1	3	17%	12
40	Financial	Bank of China	17,225	4	3	0%	-1
41	Telecoms	Movistar	17,113	2	4	-37%	-20
42	Fast Food	Starbucks	17,072	4	9	43%	30
43	Entertainment	Disney	17,056	3	8	17%	-5
44	Apparel	Nike	16,255	4	9	17%	13
45	Technology	Accenture	16,118	3	5	4%	4
46	Cars	Mercedes-Benz	16,111	4	4	10%	4
47	Telecoms	Docomo	15,981	3	6	3%	1
48	Beer	Beck's	15,882	4	6	0%	-3
49	Technology	Intel	15,633	2	5	12%	9
50	Telecoms	Orange	15,351	2	3	-13%	-14

Source: MillwardBrown

(including data from BrandZ™, Kantar Worldpanel, and Bloomberg)

BrandZ™ Top 100 Most Valuable Global Brands 2012

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
51	Personal Care	Colgate	14,948	4	7	5%	4
52	Fast Food	SUBWAY	14,843	4	11	4%	2
53	Insurance	中国平安	14,587	3	9	-25%	-20
54	Financial	TD	14,561	4	3	-14%	-12
55	Technology	ARMSTRONG	14,164	3	9	16%	12
56	Oil & Gas	BP	13,940	1	10	N/A	New
57	Personal Care	L'ORÉAL	13,773	4	5	-12%	-11
58	Apparel	H&M	13,485	2	7	4%	4
59	Technology	CISCO	13,317	2	7	-18%	-15
60	Financial	Standard Chartered	13,083	3	7	N/A	New
61	Financial	中国银行 BANK OF CHINA	12,982	2	6	-26%	-24
62	Retail	Walmart	12,968	2	5	31%	27
63	Financial	ICICI Bank	12,665	2	2	-15%	-10
64	Retail	eBay	12,662	3	11	18%	18
65	Cars	Volvo	12,647	3	3	-11%	-9
66	Apparel	ZARA	12,616	3	3	22%	20
67	Soft Drinks	pepsi ***	12,598	4	4	-3%	-4
68	Oil & Gas	Exxon	12,105	1	10	7%	10
69	Alcohol	Heineken	11,838	3	8	N/A	New
70	Logistics	FedEx	11,723	4	9	0%	3
71	Telecoms	airtel	11,531	3	8	N/A	New
72	Financial	usbank	11,420	3	2	9%	12
73	Technology	SIEMENS	10,676	2	3	-11%	-3
74	Financial	SBERBANK	10,649	3	5	25%	25
75	Oil & Gas	PETROBRAS	10,560	1	5	-21%	-14

*** The Brand Value of Pepsi includes Diets

**** The Brand Value of Red Bull includes sugar-free and Cola



















































***** The Brand Value of Sony includes Playstation 3

#	Category	Brand	Brand Value 2012 (\$M)	Brand Contribution Index	Brand Momentum Index	% Brand Value Change 2012 vs 2011	Rank Change
76	Retail	Target	10,506	3	4	-14%	-11
77	Oil & Gas	壳牌 SHELL	10,424	1	3	-17%	-13
78	Insurance	中国平安 PING AN	10,174	3	9	-3%	5
79	Financial	Standard Chartered	10,064	2	1	-16%	-10
80	Soft Drinks	Red Bull ****	9,984	3	6	8%	13
81	Cars	Volkswagen	9,853	2	6	-2%	7
82	Financial	citi	9,760	2	1	-38%	-35
83	Financial	Scotiabank*	9,627	2	3	-4%	4
84	Telecoms	TELECOM ITALIA	9,572	3	8	-18%	-9
85	Telecoms	HTC	9,553	3	5	-12%	-5
86	Technology	SONY *****	9,444	4	4	-10%	-1
87	Retail	Walmart	9,310	2	6	1%	7
88	Telecoms	中国移动 CHINA MOBILE	9,273	3	8	N/A	New
89	Retail	宜家 IKEA	9,206	3	9	26%	New
90	Telecoms	中国电信 CHINA TELECOM	9,191	3	9	-4%	1
91	Fast Food	McDonald's	8,852	3	8	8%	New
92	Financial	CHASE	8,644	3	3	-28%	-24
93	Oil & Gas	BP	8,599	1	8	6%	New
94	Telecoms	O2	8,562	2	3	-27%	-20
95	Financial	渣打银行 HSBC	8,546	3	2	-25%	-18
96	Cars	BMW	8,519	3	6	15%	New
97	Telecoms	中国移动 CHINA MOBILE	8,449	3	6	-27%	-21
98	Retail	家乐福 CARREFOUR	7,836	3	5	-43%	-39
99	Insurance	State Farm	7,813	2	5	-7%	New
100	Logistics	顺丰速运 SF EXPRESS	7,601	3	5	N/A	New

Source: Millward Brown

(including data from BrandZ™, Kantar Worldpanel, and Bloomberg)

BrandZ Top 100 Most Valuable Global Brands 2011



















































#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
1		153,285	84%	26		24,312	23%
2		111,498	-2%	27		24,198	11%
3		100,849	17%	28		22,587	-4%
4		81,016	23%	29		22,555	141%
5		78,243	2%	30		22,425	3%
6		73,752	8%	31		21,834	-15%
7		69,916	N/A	32		19,782	-4%
8		67,522	18%	33		19,542	N/A
9		57,326	9%	34		19,350	11%
10		50,318	12%	35		19,102	216%
11		44,440	1%	36		17,597	N/A
12		43,647	-2%	37		17,530	-20%
13		42,828	N/A	38		17,290	15%
14		37,628	37%	39		17,182	3%
15		37,277	-5%	40		17,115	23%
16		36,876	97%	41		16,973	10%
17		35,737	35%	42		16,931	19%
18		35,404	-11%	43		16,909	N/A
19		29,774	N/A	44		16,314	-2%
20		28,553	15%	45		15,952	0%
21		27,249	N/A	46		15,719	11%
22		26,948	9%	47		15,674	17%
23		26,078	7%	48		15,449	19%
24		25,524	22%	49		15,427	5%
25		24,623	-20%	50		15,344	12%

*The Brand Value of Coca-Cola includes Lipton, Dasani and Sprite.

**Deutsche Telekom is in the process of re-branding its business to 'T', which incorporates T-Mobile, T-Home and T-Systems.

***The Brand Value of Buellmeister includes Bug Light.

****The Brand Value of Pepsi includes Lipton, Diet and Zero.

#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010	#	Brand	Brand Value 2011 (\$M)	% Brand Value Change 2011 vs. 2010
51		15,168	0%	76		11,558	7%
52		15,131	N/A	77		11,363	-37%
53		14,900	3%	78		11,291	-19%
54		14,306	19%	79		11,147	-37%
55		14,258	0%	80		10,883	12%
56		14,182	-1%	81		10,735	-28%
57		13,917	10%	82		10,731	15%
58		13,904	-2%	83		10,540	N/A
59		13,754	-8%	84		10,525	26%
60		13,543	16%	85		10,443	19%
61		13,421	39%	86		10,335	15%
62		13,006	7%	87		10,076	N/A
63		12,931	1%	88		10,072	17%
64		12,542	-27%	89		9,877	10%
65		12,471	3%	90		9,800	29%
66		12,413	3%	91		9,587	N/A
67		12,160	7%	92		9,358	-43%
68		12,083	-3%	93		9,263	4%
69		12,033	45%	94		9,251	6%
70		11,886	29%	95		8,838	21%
71		11,917	41%	96		8,760	-4%
72		11,901	40%	97		8,668	5%
73		11,759	25%	98		8,600	15%
74		11,694	N/A	99		8,535	N/A
75		11,609	N/A	100		8,439	-9%

*The Brand Value of Nintendo includes Wii and Nintendo DS.

**The Brand Value of Sony includes PlayStation 2 and 3, along as PSP.

***The Brand Value of Red Bull includes sugar free and Diet.

Source: Millward Brown Optima (including all platform brands), Kantar Worldpanel and Bloomberg.

THE TOP 100

TOP 100 Most Valuable Global Brands 2010					
#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand
1	Google	114,260	14%	26	TOYOTA
2	IBM	86,383	30%	27	中国移动通信
3		83,153	32%	28	Gillette
4	Microsoft	76,344	0%	29	LV
5	Coca-Cola	67,983	1%	30	
6	McDonald's	66,005	-1%	31	
7	Marlboro	57,047	15%	32	Nintendo
8	Walmart	52,616	-14%	33	Wendy's
9	Intel	45,054	-25%	34	Green
10	Apple	44,404	-17%	35	CISCO
11	ICBC	43,927	15%	36	
12	HP	39,717	-47%	37	Bank of America
13	Walmart	39,421	-4%	38	Electrolux
14	BlackBerry	30,708	12%	39	ExxonMobil
15	amazon.com	27,459	29%	40	
16		26,492	-5%	41	Disney
17	TESCO	25,741	12%	42	HSBC
18	VISA	24,883	52%	43	NOKIA
19	ORACLE	24,817	16%	44	accenture
20	Verizon	24,675	39%	45	ICICI Bank
21	SAP	24,291	3%	46	W
22	at&t	23,714	18%	47	Colgate
23	HSBC	23,408	23%	48	Intel
24	中国银行	21,960	4%	49	L'OREAL
25		21,816	-9%	50	

*The Brand Value of Coca-Cola includes Lites, Diet and Zero
 **The Brand Value of Nintendo includes Wii and Nintendo DS
 ***The Brand Value of Budweiser includes Bud Light
 ****The Brand Value of Pepsi includes Lites, Diet and Zero
 *****The Brand Value of Red Bull includes sugarfree and Cola
 ****The Brand Value of Starbucks includes stores as well as coffee sold at the supermarket
 *****The Brand Value includes Playstation 2, ps3, as well as PSP
 Source: Millward Brown Optima (including data from BrandZ, Datamonitor and Bloomberg)

Millward

#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009	#	Brand	Brand Value 2010 (\$M)	% Brand Value Change 2010 vs. 2009
51		13,935	N/A	76	eBay	9,328	-26%
52		13,912	-7%	77	SIEMENS	9,293	-31%
53		13,736	-11%	78		9,283	25%
54	Citi	13,403	-8%	79	WRIGLEY'S	9,201	-15%
55	中国移动	13,010	20%	80	ZARA	8,986	4%
56	BBVA	12,977	3%	81		8,971	-3%
57	docomo	12,969	-13%	82	Red Bull	8,917	9%
58	pepsi	12,752	-15%	83		8,747	1%
59	Nike	12,597	5%	84	NISSAN	8,607	-16%
60	M	12,434	14%	85		8,490	17%
61	CHASE	12,426	17%	86	HERO	8,457	8%
62		12,148	-1%	87	BARCLAYS	8,363	20%
63	H&M	12,131	1%	88	usbank	8,377	N/A
64	SUBWAY	12,032	9%	89	Standard Chartered	8,327	1%
65		12,021	-31%	90	中国工商银行	8,236	2%
66	SONY	11,938	-23%	91		8,214	19%
67	WALMART	11,659	57%	92	EuroRSCG	8,160	-8%
68	AMT	11,351	-50%	93	J.P.Morgan	8,159	-4%
69	Novel	10,850	NA	94	SONY	8,147	30%
70	O2	10,593	23%	95		8,003	18%
71	TD	10,274	-7%	96	Auchan	7,848	NA
72	MTS	9,723	6%	97	GUCCI	7,588	2%
73	PROCTER & GAMBLE	9,675	N/A	98	Bradesco	7,450	13%
74	FedEx	9,418	-1%	99	AVON	7,293	-16%
75	Starbucks	9,356	62%	100	TIM	7,280	14%

THE TOP 100

TOP 100 Most Valuable Global Brands 2009							
#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
1	Google	100,039	16%	26	amazon.com	21,294	85%
2	Microsoft	76,249	8%	27	中国工商银行 BANK OF CHINA	21,192	9%
3	Coca-Cola	67,626	16%	28	at&t	20,059	67%
4	IBM	66,622	20%	29	LV LOUIS VUITTON	19,396	5%
5	McDonald's	66,575	34%	30	HSBC	19,079	3%
6	中国建设银行 CHINA CONSTRUCTION BANK	63,113	14%	31	mercedes	18,945	N/A
7	中国建设银行 CHINA CONSTRUCTION BANK	61,263	7%	32	Nintendo	18,233	N/A
8	IBM	59,793	-16%	33	cisco	17,965	-25%
9	vodafone	53,727	45%	34	netflix	17,713	-8%
10	Marlboro	49,460	33%	35	Bank of America	17,467	-20%
11	Walmart	41,083	19%	36	VISA	16,353	N/A
12	ICBC (中国工商银行) 中国工商银行	38,056	36%	37	中国工商银行 BANK OF CHINA	16,228	-34%
13	NOKIA CORPORATION FINLAND	35,163	-20%	38	中国工商银行 BANK OF CHINA	16,035	10%
14	TOYOTA	29,907	-15%	39	docomo	15,776	5%
15	Apple	27,842	-9%	40	Mercedes-Benz	15,499	-14%
16	BlackBerry	27,478	100%	41	Bank of America	15,480	-53%
17	hp	26,745	9%	42	Bank of America	15,422	1%
18	Bank of America	23,948	-15%	43	accenture	15,076	7%
19	SAP	23,615	9%	44	pepsi	14,996	-3%
20	Disney	23,110	-3%	45	L'ORÉAL	14,991	-9%
21	TESCO	22,938	-1%	46	Bank of America	14,963	-40%
22	Gillette	22,919	6%	47	Bank of America	14,961	-1%
23	intel	22,851	4%	48	Bank of America	14,804	-22%
24	中国工商银行 BANK OF CHINA	22,811	10%	49	citi	14,608	-52%
25	ORACLE	21,438	-0%	50	HONDA HONDA MOTOR CO. LTD.	14,571	-12%

* The original value of Coca-Cola includes Diet Coke, Coke Light and Coke Zero
 ** The original value of Pepsi includes Diet Pepsi and Pepsi
 *** Bank of America's value includes both Bank of America and Bank of America
 **** ING value includes ING Bank and ING Insurance
 Source: Millward Brown Optimor (including data from BrandZ, DataMonitor, and Bloomberg)

Millward Brown

#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08	#	Brand	Brand Value 09 (\$M)	% Brand Value Change 09 vs. 08
51	SIEMENS	13,562	-8%	76	ZARA	8,609	-1%
52	Bank of America	13,292	23%	77	O2	8,601	36%
53	Bank of America	13,242	-6%	78	Standard Chartered	8,219	20%
54	ebay	12,970	16%	79	Red Bull	8,154	N/A
55	BBVA	12,549	33%	80	Bank of America	8,052	100%
56	Codan	12,396	17%	81	Yankee	7,927	-31%
57	Target	12,254	-17%	82	HERMES	7,862	13%
58	H&M	12,061	8%	83	J.P.Morgan	7,852	-20%
59	Nike	11,999	-4%	84	Bank of America	7,777	6%
60	SUBWAY	10,997	6%	85	Bank of America	7,512	-10%
61	ID	10,991	N/A	86	GUCCI	7,468	15%
62	M	10,911	34%	87	Bank of America	7,427	7%
63	中国移动	10,864	22%	88	Bank of America	7,415	-38%
64	WRIGLEY'S	10,841	N/A	89	Bank of America	7,260	-40%
65	Auchan	10,586	40%	90	BARCLAYS	6,992	-5%
66	CHASE	10,582	-17%	91	Bank of America	6,922	-27%
67	NISSAN	10,206	-13%	92	Morgan Stanley	6,765	-40%
68	Bank of America	9,719	18%	93	ING	6,743	-55%
69	FedEx	9,401	-17%	94	Bank of America	6,721	10%
70	Bank of America	9,280	-40%	95	Bank of America	6,713	-21%
71	Bank of America	8,180	14%	96	NIVEA	6,572	24%
72	Samsung	8,884	N/A	97	ESPRIT	6,571	-17%
73	Canon	8,779	-29%	98	Bradesco	6,565	N/A
74	Bank of America	8,638	49%	99	TIM	6,409	-19%
75	AVON	8,631	20%	100	Bank of America	6,394	N/A

Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
1	Google	86,057	30%
2	GE (General Electric)	71,379	15%
3	Microsoft	70,887	29%
4	Coca-Cola (1)	58,208	17%
5	China Mobile	57,225	39%
6	IBM	55,335	65%
7	Apple	55,206	123%
8	McDonald's	49,499	49%
9	Nokia	43,975	39%
10	Marlboro	37,324	-5%
11	Vodafone	36,962	75%
12	Toyota	35,134	5%
13	Wal-Mart	34,547	-6%
14	Bank of America	33,092	15%
15	Citi	30,318	-10%
16	HP	29,278	17%
17	BMW	28,015	9%
18	ICBC	28,004	70%
19	Louis Vuitton	25,739	13%
20	American Express	24,816	7%
21	Wells Fargo	24,739	2%
22	Cisco	24,101	28%
23	Disney	23,705	5%
24	UPS	23,610	-4%
25	Tesco	23,208	39%
26	Oracle	22,904	29%
27	Intel	22,027	18%
28	Porsche	21,718	62%
29	SAP	21,669	20%
30	Gillette	21,523	20%
31	China Construction Bank	19,603	82%
32	Bank of China	19,418	42%
33	Verizon Wireless	19,202	18%
34	Royal Bank of Canada	18,995	39%
35	HSBC	18,479	6%
36	Mercedes	18,044	1%

Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
37	Honda	16,649	8%
38	L'Oréal	16,459	34%
39	Pepsi(2)	15,404	15%
40	Home Depot	15,378	-16%
41	Dell	15,288	10%
42	Deutsche Bank	15,104	14%
43	ING(3)	15,080	31%
44	Carrefour	15,057	29%
45	NTT DoCoMo	15,048	11%
46	Target	14,738	27%
47	Siemens	14,665	61%
48	Banco Santander	14,549	20%
49	Accenture	14,137	34%
50	Orange	14,093	42%
51	BlackBerry	13,734	390%
52	Chase	12,782	14%
53	Nike	12,499	21%
54	Canon	12,398	9%
55	AT&T	12,030	30%
56	Starbucks	12,011	-25%
57	Goldman Sachs	11,944	45%
58	Samsung	11,870	-7%
59	Nissan	11,707	5%
60	Marks & Spencer	11,600	22%
61	Amazon	11,511	93%
62	Yahoo!	11,465	-13%
63	Morgan Stanley	11,327	1%
64	UBS	11,220	-3%
65	eBay	11,200	-13%
66	H&M	11,182	28%
67	Wachovia	11,022	10%
68	Ford	10,971	-13%
69	Chevrolet	10,862	-3%
70	Budweiser(4)	10,839	9%
71	Colgate	10,576	37%
72	Harley-Davidson	10,401	1%

Top 100 Brands

POSITION	BRAND*	BRAND VALUE \$M	BRAND VALUE CHANGE
73	Subway	10,335	39%
74	Merrill Lynch	9,802	-16%
75	JP Morgan	9,762	15%
76	Hermès	9,631	39%
77	BBVA	9,457	N/A
78	State Farm	9,425	8%
79	Gucci	9,341	43%
80	Cartier	9,285	32%
81	FedEx	9,273	0%
82	Tide	9,123	N/A
83	T-Mobile	8,940	11%
84	Zara	8,682	34%
85	Chanel	8,656	15%
86	IKEA	8,507	15%
87	Ariel	8,437	N/A
88	Telefónica Movistar	8,117	73%
89	MTS	8,077	N/A
90	Esprit	7,907	46%
91	TIM	7,903	-6%
92	Motorola	7,575	-30%
93	Barclays	7,382	12%
94	Avon	7,209	10%
95	Auchan	7,148	28%
96	VW (Volkswagen)	7,143	2%
97	AXA	7,141	50%
98	AIG	7,102	21%
99	Mastercard	6,970	52%
100	Standard Chartered Bank	6,855	73%
NOTES			
(1)	Coke's value includes both Coke and Diet Coke		
(2)	Pepsi's value includes both Pepsi and Diet Pepsi		
(3)	ING's value includes both ING Bank and insurance		
(4)	Budweiser's value includes both Bud and Bud Light		

EXHIBIT 6

MOST ICONIC LOGOS

The top 5 most instantly recognizable logos



#1
Apple



#2
McDonald's



#3
Coca-Cola



#4
Nike



#5
Starbucks

3 in 5

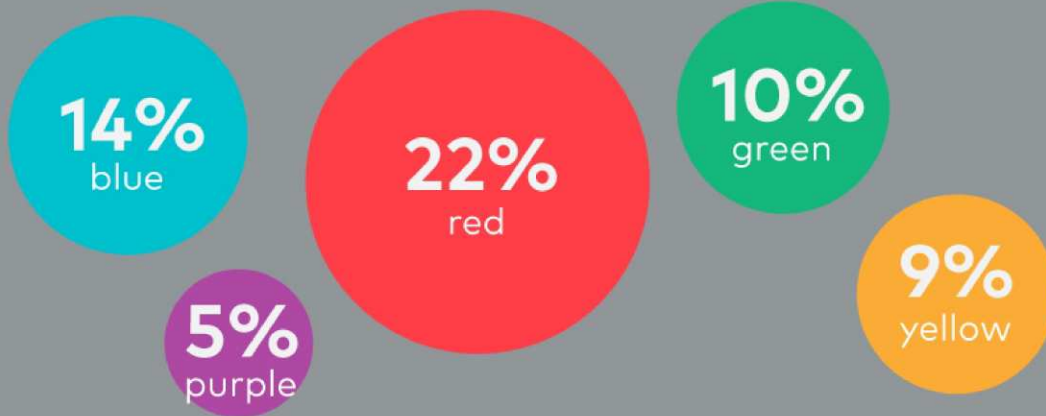
wouldn't use a
company if their
brand image looked
terrible

Half

are more likely to
use a company with
a logo they
recognize

What color makes a logo memorable?

A quarter believe the colors used in a logo help them to remember a brand



Importance of branding

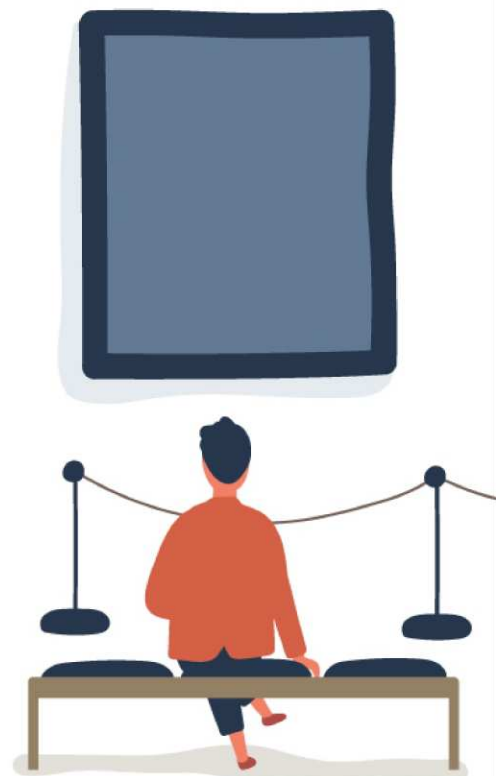
78% think some logos should be regarded as 'works of art'



the first thing
3 in 10
notice when they
see a product is the
logo

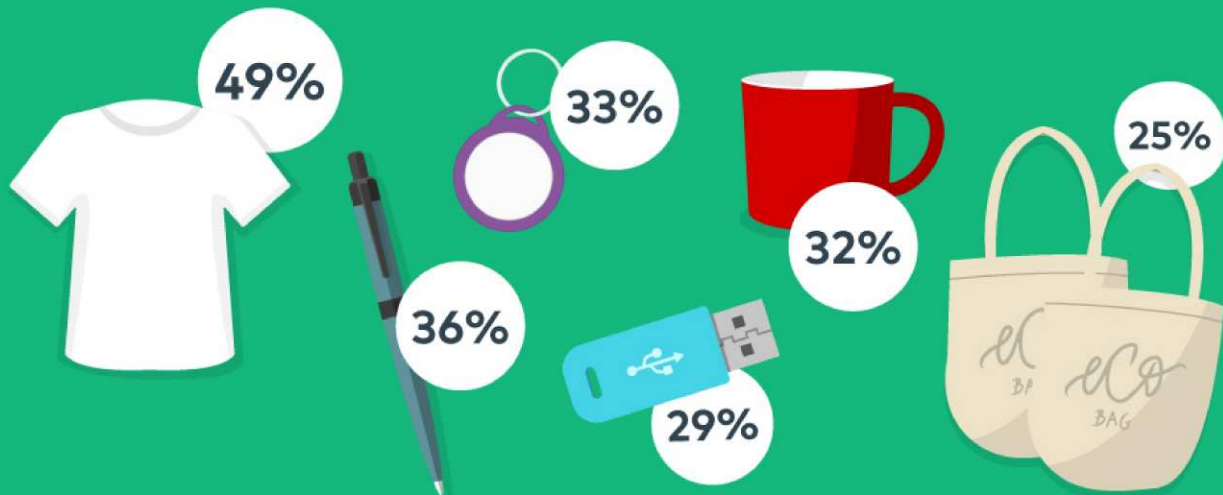


74%
think 'look and
feel' can make or
break a brand





















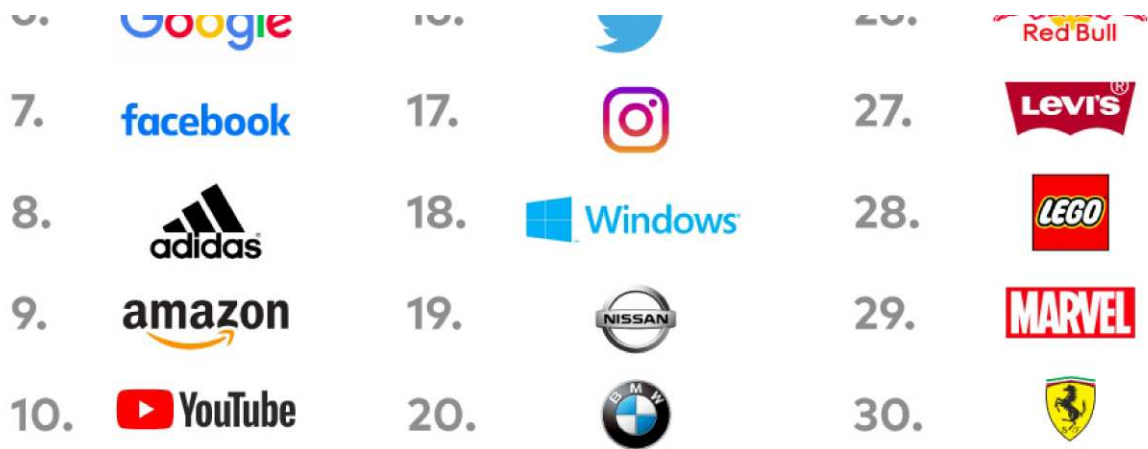
Branded promotional materials and merchandise

i What type of branded promotional product or merchandise do you prefer to receive?



Top 30 most recognizable brand logos

- | | | |
|--|---|---|
| 1.  | 11.  | 21.  |
| 2.  | 12.  | 22.  |
| 3.  | 13.  | 23.  |
| 4.  | 14.  | 24.  |
| 5.  | 15.  | 25.  |
| 6.  | 16.  | 26.  |

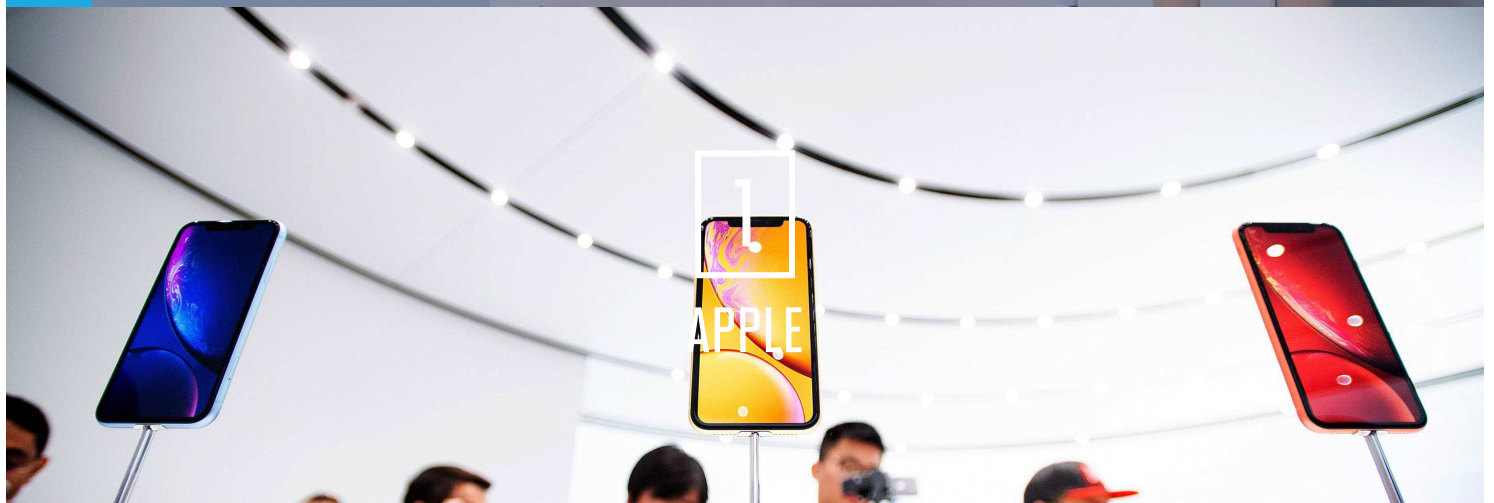
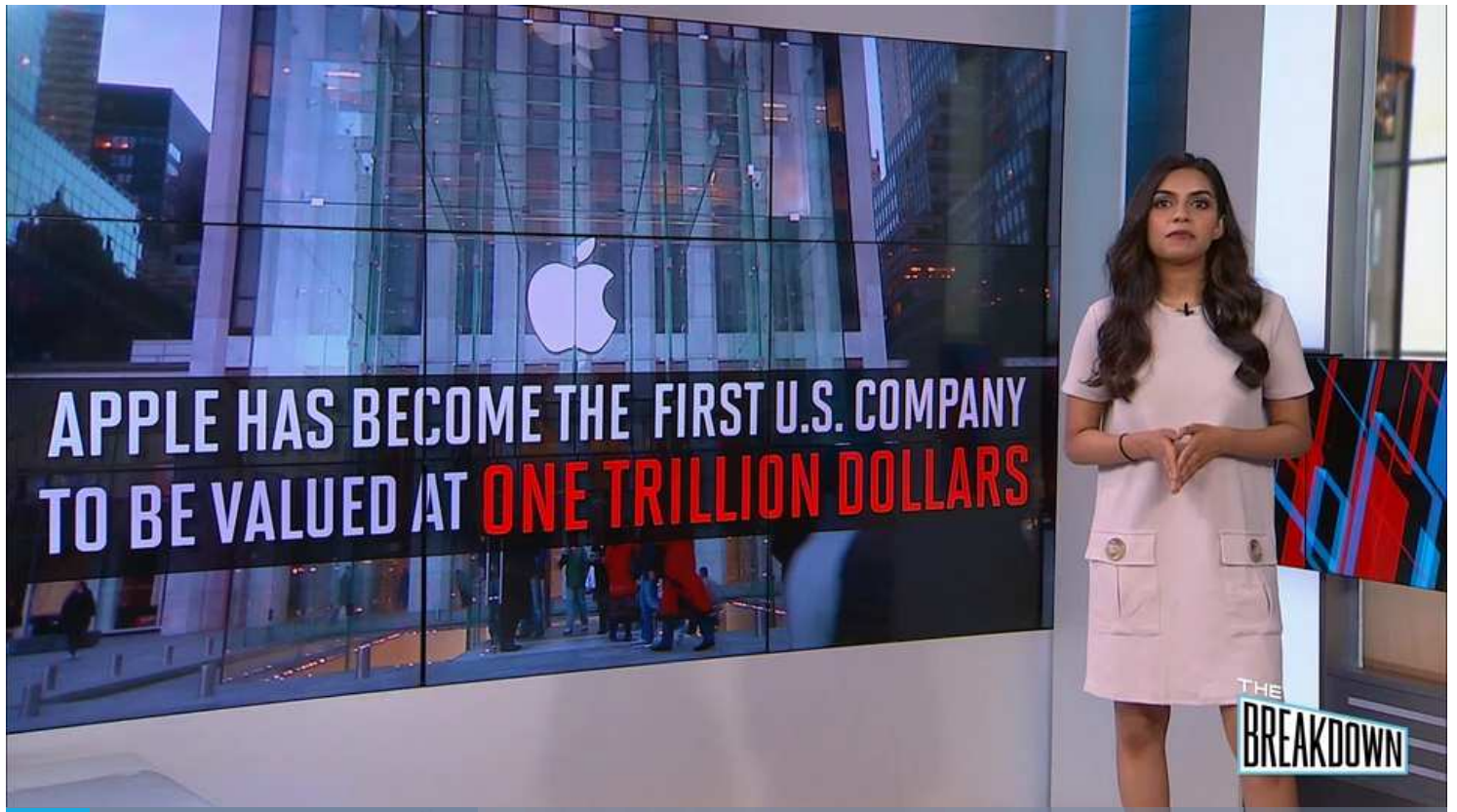


Research conducted by OnePoll with a sample of 2,000 US Adults in December 2019

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EXHIBIT 7





Company Info

Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	1
Previous Industry Ranking	1
Previous Top 50 Ranking	1
Website	https://www.apple.com
Overall Score	8.40

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People Management	1

Financial Soundness	1
---------------------	---

<div><div></div><div></div><div></div></div>	
Quality of Products/Services	1
Global Competitiveness	1



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competitive intelligence?

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Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	1
Previous Industry Ranking	-
Previous Top 50 Ranking	1
Website	http://www.apple.com
Overall Score	8.53

Key Attributes of Reputation

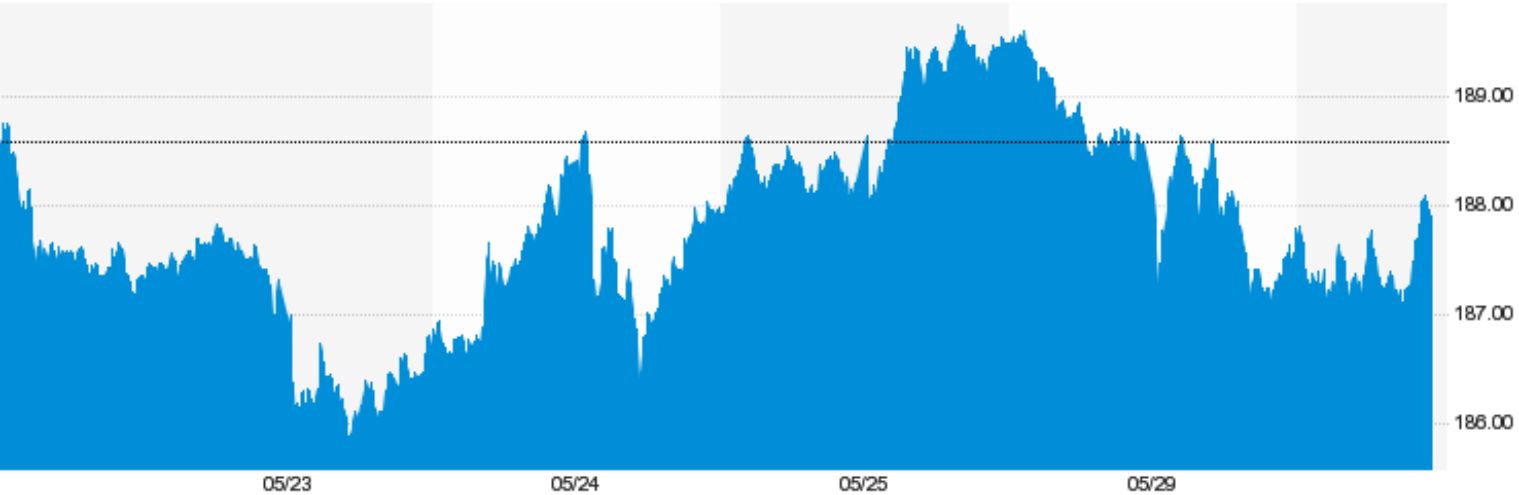
-

	Industry Rank	
Innovation	1	1%
People Management	1	1%
Use of Corporate Assets	1	1%
Social Responsibility	1	1%
Quality of Management	1	1%
Financial Soundness	1	1%
Long-Term Investment Value	1	1%

Quality of Products/Services	1	1%
Global Competitiveness	1	1%

STOCK QUOTE

0
0.00 0.00 (0)



Previous Close:	52 Week Low:
Market Cap: NaNB	52 Week Change %: 0.00
Next Earnings Date:	P/E Ratio: n/a
High:	EPS:
Low:	Dividend Yield: n/a
52 Week High:	

News about Apple

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[\(/\)](#)[\(/worlds-most-admired-companies/\)](#)

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LIST VIEW

[\(/worlds-most-admired-companies/list\)](#)

FILTER



Industry	Computers
Location	Cupertino, Calif.
Industry Ranking	-
Previous Industry Ranking	-
Previous Top 50 Ranking	1
Website	http://www.apple.com (http://www.apple.com)
Overall Score	-

Due to an insufficient response rate in the computer industry, Apple's industry rank was not reported.

APPLE IS ALSO FEATURED IN THESE FORTUNE LISTS



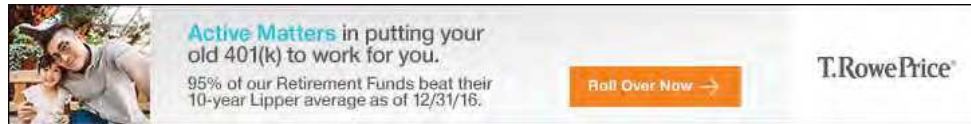
#3

Fortune 500

<http://beta.fortune.com/fortune500/apple-3>

#9

Global 500 (<http://fortune.com/global500/apple-9/>)



There's a new AAA standard in corporate America: the one-two three punch of Apple, Alphabet, and Amazon. For the fourth time, our list of the World's Most Admired Companies Top 50 All-Stars is led by a trio of tech giants under 40 years old. They preside over a class of blue chips and even younger tech stalwarts, such as Facebook (No. 14), Salesforce (No. 34), and Netflix, which makes a return to the Top 50 at an impressive No. 19. They also are joined by newcomers Visa and Publix, which make debuts at Nos. 47 and 49. See the full list of the Top 50 below, or use the tools at left to view all 340 companies in 54 industries.

To see the industry lists, use the tools in the Filter box below, select an industry, and click on the Industry Rank tab.

[See our methodology and credits](#)

Sort by:

Filter

Top 50 Rank

Industry Rank

[CLEAR FILTERS](#)

Rank

Search company by name



1.



Apple AAPL, -3.20 %

Cupertino, Calif.
Computers

2.



Alphabet GOOGL, -2.33 %

Mountain View, Calif.
Internet Services and Retailing

3.



Amazon.com AMZN, -2.21 %

Seattle, Wash.
Internet Services and Retailing

4.



Berkshire Hathaway

Omaha, Neb.
Insurance: Property and Casualty

5.



Walt Disney DIS, -1.55 %

Burbank, Calif.
Entertainment

6.



Starbucks SBUX, -0.42 %

Seattle, Wash.
Food Services

7.



Southwest Airlines LUV, -2.11 %

Dallas, Texas
Airlines

8.



FedEx FDX, -3.43 %

Memphis, Tenn.
Delivery

FEATURES



Outspoken Oculus Co-Founder Palmer Luckey Is Leaving Facebook



Microsoft Just Made A Major Update to Xbox One



Facebook's Oculus Spruced Up the Samsung Gear VR Headset

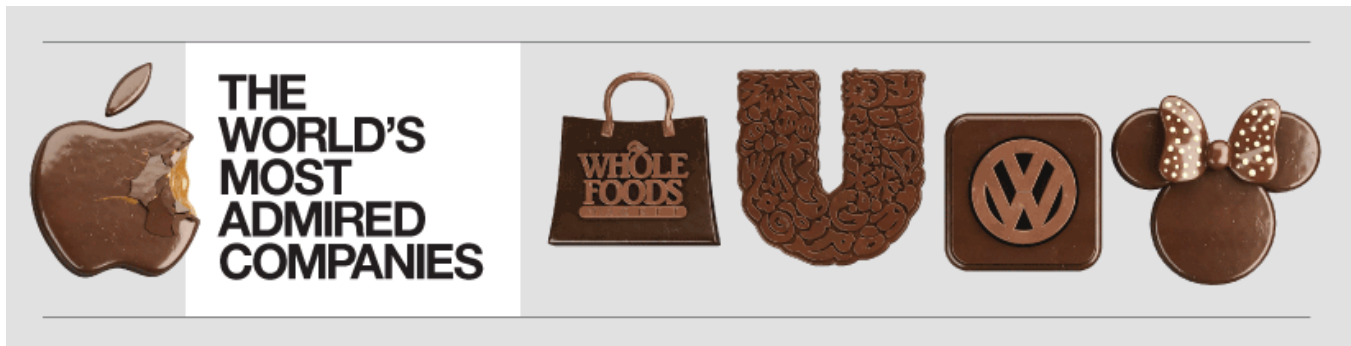


Apple Rumor Roundup: Read All the Speculation Here



Watch Out for This Serious 911 Apple Siri Prank

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World's Most Admired Companies 2015

What becomes a reputation most? Healthy financials and stock performance, for starters. This year four companies have landed on the 50 All-Stars for the first time—Chipotle, CVS Health, Salesforce.com, and the financial services giant USAA, which at No. 28 is this year's strongest debut. But not all companies fared as well. Consumer criticism and a change in leadership caused McDonald's to slip to No. 46, its lowest rank in the seven years it has appeared in the top 50, and a hacking scandal and public stumbles resulted in Target dropping to No. 48. (Read about the retailer's efforts to bounce back in [Back on Target?](#).)

[VIDEO: How to become the World's Most Admired Company](#)

The companies whose ranking appears as “—” did not place in the top 50, but did rank highly in their respective industries. To view individual industry rankings, use the filter tool in the gray box to the left.

[See our Methodology](#)

Top Stories

World's Most Admired companies ranked by key attributes

The most admired companies are more global than ever. Here's why.

American Express: Charging ahead on diversity

Henry Schein: Your dentist's biggest supplier

Fortune's World's Most Admired Companies: Starbucks, where innovation is always brewing

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With plans to increase international flights, Southwest Airlines is flying high



Apple



Photograph by Yuriko Nakao — Bloomberg via Getty Images

Rank	1
Prev Rank	1
Industry	Computers
Industry Rank	1
Prev Industry Rank	1
Overall Score	8.29

AAPL

Apple holds the top spot for the eighth year in a row. In February, it became the first company to hit more than \$700 billion in market value. As tech devotees await the launch of the Apple Watch in April, record smartphone sales were announced in January —74.5 million phones in final three months of 2014— proving that the iPhone is still the product to beat.

Nine Key Attributes of Reputation

Rank

Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	1
Quality of management	1
Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	1



MOST ADMIRED 2014

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The Most Admired list is the definitive report card on corporate reputations. [See our Methodology](#)

Top Stories

Top companies in innovation, responsibility, and more

World's Most Admired pitchmen?

Corporate reputation crises: A timeline


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Apple



 Fortune.com	MOST ADMIRED 2014	Mario Tama / Getty Images SUBSCRIBE
Rank	1	
Prev Rank	1	
Industry	Computers	
Industry Rank	1	
Prev Industry Rank	1	
HQ Country	USA	
Website	www.apple.com	

AAPL

The iconic tech company known for the iPhone and other stylish and user-friendly products is back in the top spot on this year's list, for the seventh year in a row. Apple, the most valuable brand on the planet according to Interbrand, brought in \$171 billion in revenues in FY2013 and is flush with cash, but fan boys and girls (not to mention the market) are getting antsy to see its next big product. Bets are on a smartwatch or AppleTV, but the company is also reportedly turning its attention to cars and medical devices.

Nine Key Attributes of Reputation	Rank
Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	5
Quality of management	1
Financial soundness	1
Long-term investment value	1
Quality of products / services	1
Global competitiveness	2

Company Profile



Amazon.com



David Paul Morris / Bloomberg / Getty Images

Rank	2
Prev Rank	3
Industry	Internet Services and Retailing
Industry Rank	2
Prev Industry Rank	2
HQ Country	USA
Website	www.amazon.com

AMZN

The e-commerce behemoth may be gobbling up brick and mortar businesses left and right, but Amazon.com's customer-centric culture and super-convenience has won the company millions of shoppers worldwide. And Amazon's ambitions show no signs of abating: it recently jumped into the art market, and has started producing video, music, and literary content. Revenues are impressive, but the Street is growing impatient for Amazon to post big profits.

Nine Key Attributes of Reputation	Rank
Innovation	2
People management	3
Use of corporate assets	6
Social responsibility	10
Quality of management	1
Financial soundness	3
Long-term investment value	2
Quality of products / services	1
Global competitiveness	5

2013 ▼

[comments](#)[World's Most Admired Companies](#)

1 of 50

Apple

[BACK](#)[NEXT](#)

1

Top 50 rank: 1**Rank in Computers:** 1

(Previous rank: 1)

Overall score: 8.24**Ticker:** [AAPL](#)**Why it's admired:**

Apple has had a rough time lately with its stock price in a free fall and the widely publicized failure of its Maps feature. However, it remains a financial juggernaut, posting \$13 billion in net income last quarter, making it the most profitable company in the world during that period. The company has its fanatical customer base, and it still refuses to compete on price, making the iconic iPhone and iPad products that are still widely seen as prestige devices. Competition may be stiff, but so far it remains behind: In Q4 2012, the iPhone 5 was the world's best selling smartphone, followed in second place by the iPhone 4S. *—iOA*

Headquarters:

Cupertino, CA

Website: www.apple.com

By Omar Akhtar, Erika Fry, Anne VanderMey and Kurt Wagner

[BACK](#)[NEXT](#)

Nine key attributes of reputation

Industry rank

Innovation

1

People management

1

Use of corporate assets

1

Social responsibility

1

Quality of management

1

Financial soundness

1

Long-term investment

1

Quality of products/services

1

Global competitiveness

1

From the March 18, 2013, issue.

[How we pick the Most Admired](#)

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group started with approximately 1,400 companies: the Fortune 1,000—the 1,000 largest U.S. companies ranked by revenue—and non-U.S. companies in Fortune's global 500 database with revenue of \$10 billion or more... [More](#)

WORLD'S MOST ADMIRABLE COMPANIES²⁰¹² ▼

Full List
By Location
Best & Worst
No. 1s
Industries

Top 50
358 Most Admired companies
All companies
Regional winners
States
Countries

Innovation
People
mgmt.
Use of
assets
Social
responsibility
Mgmt.
quality
Financial
soundness
Long-term
investment
Product
quality
Global
competitiveness

Top 50

For the 50 most admired companies overall, FORTUNE's survey asked businesspeople to vote for the companies that they admired most, from any industry.

Rank ▼	Company
1	Apple
2	Google
3	Amazon.com
4	Coca-Cola
5	IBM
6	FedEx
7	Berkshire Hathaway
8	Starbucks
9	Procter & Gamble
10	Southwest Airlines
11	McDonald's
12	Johnson & Johnson
13	Walt Disney
14	BMW
15	General Electric
16	American Express
17	Microsoft
18	3M
19	Caterpillar
20	Costco Wholesale
21	Nordstrom
22	J.P. Morgan Chase
23	Singapore Airlines
24	Wal-Mart Stores
25	Target
26	Nike
27	Exxon Mobil
28	Whole Foods Market
29	UPS
30	Boeing

Galleries & video



Car stars

Times have been tough for global auto makers $\frac{1}{4}$ but these automakers managed to stand out.

[See them all](#)

Where are the Most Admired?



The Most Admired companies in America are spread out across the country, but a few states dominate.

Winning streaks



These 20 Most Admired companies have landed among the top in their industries for multiple years.

Find companies *you* most admire

- ☐ Innovation
 ☐ Quality of management
☐ People management
 ☐ Financial soundness
☐ Use of corporate assets
 ☐ Long-term investment
☐ Social responsibility
 ☐ Product/services quality
☐ Global competitiveness

[See All](#)

[Select Industry\(s\)](#)

[See All](#)

[Select State\(s\)](#)

[See All](#)

[Select Country\(s\)](#)

(HOW THIS TOOL WORKS)

[Submit](#)

Readers' choice

The experts chose the top 50. Now it's your turn. 'Like' the company you most admire to vote. The top 5 reader favorites are below.



Company	# of 'Likes'
1. Apple	1,188
2. Teradata	651
3. Tupperware Brands	564
4. FedEx	391
5. IBM	304

How we pick the Most Admired

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group start with about 1,400 companies... [More](#)

Rank ▾	Company
31	Nestlé
32	PepsiCo
33	Toyota Motor
34	Samsung Electronics
35	Volkswagen
36	Intel
37	DuPont
38	Deere
39	Goldman Sachs Group
40	Marriott International
41	eBay
42	Cisco Systems
43	Accenture
44	Daimler
45	Wells Fargo
46	AT&T
47	Ralph Lauren
48	St. Jude Medical
49	Oracle
50*	General Mills
50*	Honda Motor
50*	Unilever

From the March 19, 2012 issue

* A tie in the rankings.

WORLD'S MOST ADMIRABLE COMPANIES

2011 ▾

Full List

By Location

Best & Worst

No. 1s

Industries

Apple

1 of 50

Back

Next

MOST ADMIRABLE

Top 50 rank: 1**Rank in Computers: 1**

(Previous rank: 1)

Overall score: 8.16

Why it's admired

For the fourth straight year, Apple tops Fortune's Most Admired list. The company's blistering pace of new product releases has continued to set the bar high for tech companies across the board.

Apple took a stock hit when iconic CEO Steve Jobs announced in January that he'd be taking a second medical leave, two years after receiving a liver transplant during a six-month sabbatical. But Jobs assured the market in the company's recent earnings report that Apple was still "firing on all cylinders."

It certainly appears to be. Apple nearly doubled its quarterly profits vs. a year ago. The iPad 2 was introduced in March, marking the second generation of one of Apple's milestone product successes. And Jobs made a surprise appearance at the launch.

Another huge move by Apple was the announcement this January that the iPhone 4 would be available from Verizon, offering another option to consumers frustrated with dropped calls on AT&T.
--By Shelley DuBois



COURTESY: APPLE

Find companies you most admire

☐ Innovation☐ Quality of management☐ People management☐ Financial soundness☐ Use of corporate assets☐ Long-term investment☐ Social responsibility☐ Product/services quality☐ Global competitiveness

Select Industry(s)

See All

Select State(s)

See All

Select Country(s)

See All

(HOW THIS TOOL WORKS)

Submit

Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	1	
Google	1	
Nike	1	

[See the rest](#)

Should Apple be admired, or what?

Apple stats

Nine key attributes of reputation	Industry rank
Innovation	1
People management	1
Use of corporate assets	1
Social responsibility	1
Quality of management	1
Financial soundness	1
Long-term investment	1
Quality of products/services	1
Global competitiveness	2

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Apple	8.16
2	EMC	6.79
3	Hewlett-Packard	6.71
More competitors		See all

From the March 21, 2011 issue

Galleries

< >



8 green stars

Turning plants into bottles? These leaders are devising creative ways to make their firms greener.

[See them all](#)

Headquarters

1 Infinite Loop
Cupertino, CA 95014
www.apple.com

Show: Top 50 | All Most Admired: The Americas | Europe | Asia/Australia

How we pick the Most Admired

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group start with about 1,400 companies... [More](#)

WORLD'S MOST ADMIRABLE COMPANIES

2010 ▾

Full List	By Location	Best & Worst	No. 1s	Industries
-----------	-------------	--------------	--------	------------

Apple

1 of 50

Back

Next

MOST ADMIRABLE

Top 50 rank: 1

Rank in Computers: 1

(Previous rank: 2)

Overall score: 7.95

Why it's admired

Steve Jobs does it again: Apple is keeping its Most Admired crown for the third year in a row. With 250 million iPods, 43 million iPhones, and 32 million iPod touches sold to date, plus the promise of a game-changing iPad, Apple won this year's vote by the highest margin ever for a No. 1. Two more years as champ and Apple will match GE for most appearances in the top spot. What makes Apple so admired? Product, product, product. This is the company that changed the way we do everything from buy music to design products to engage with the world around us. Its track record for innovation and fierce consumer loyalty translates into tremendous respect across business' highest ranks. As BMW CEO Norbert Reithofer puts it, "The whole world held its breath before the iPad was announced. That's brand management at its very best." --*Christopher Tkaczyk*



PHOTO: RYAN ANSON/AF/GETTY IMAGES
Guests play with the iPad at the product's official unveiling in San Francisco in January.

Should Apple be admired, or what?

Apple stats

Nine key attributes of reputation	Industry rank
Innovation	1
People management	1
Use of corporate assets	2
Social responsibility	2
Quality of management	1
Financial soundness	1
Long-term investment	2
Quality of products/services	1
Global competitiveness	2

Headquarters

1 Infinite Loop
Cupertino, CA 95014
408-996-1010
www.apple.com

Show: Top 50 | All Most Admired: The Americas | Europe | Asia/Australia

Featured Companies



10 most admired for quality

Disney and Intel are among the most respected for product quality this year. Who else gets top marks?

[See them all](#)

Industry: Computers

Most Admired

Rank	Company	Overall score
1	Apple	7.95
2	Hewlett-Packard	7.74
3	EMC	6.86

[More competitors](#)

[See all](#)

From the March 22, 2010 issue

Find companies *you* most admire

- ☐ Innovation ☐ Quality of management
- ☐ People management ☐ Financial soundness
- ☐ Use of corporate assets ☐ Long-term investment
- ☐ Social responsibility ☐ Product/services quality
- ☐ Global competitiveness

Select Industry(s) [See All](#)

Select State(s) [See All](#)

Select Country(s) [See All](#)

[Get more Most Admired data](#)
(HOW THIS TOOL WORKS)

[Submit](#)

Video



Apple three-peats as Most Admired

Steve Jobs' innovation machine won by the highest margin ever, and Goldman Sachs soared (surprise!) on Fortune's list this year. [Watch](#)

Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	1	
Google	1	
Nike	1	

[See the rest](#)

How we pick the Most Admired

The Most Admired list is the definitive report card on corporate reputations. Our survey partners at Hay Group start with about 1,400 companies... [More](#)

WORLD'S MOST ADMIRED COMPANIES

2009 ▾

Full List	By Location	Best & Worst	No. 1s	Industries
-----------	-------------	--------------	--------	------------

Apple

1 of 50

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...What Readers Say

They speak out on the Most Admired...

Fortune Most Admired List: General Electric, 2007 ranking #1 Gene...

Updated Fortune Most Admired List: General Electric, 2007 ranking ...

Alcoa is the "most admired metals company in 2010?" I know numerous...

Have your say

MOST ADMIRED

Top 50 rank: 1

Rank in **Computers**: 2 (Previous rank: 2*)

Overall score: 7.07

Why it's admired

It's been a rocky year for Apple: CEO Steve Jobs' health made headlines, and critics said Cupertino wasn't being open enough about it. But customers remained loyal to the brand that made white ear buds cool. As much of the computer industry struggled, Apple shipped 22.7 million iPods during its first quarter (up 3 percent from last year), 2.5 million Macs (up 9 percent), and 4.4 million iPhones. No wonder Apple tops our Most Admired list for the second year in a row. --Alyssa Abkowitz

Address: 1 Infinite Loop
Cupertino, CA 95014
Phone: 408-996-1010
Website: www.apple.com



COURTESY: APPLE

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Nine key attributes of reputation

Industry rank

Innovation	1
People management	1
Use of corporate assets	3
Social responsibility	5
Quality of management	3
Financial soundness	2
Long-term investment	3
Quality of products/services	1
Global competitiveness	5

Industry: **Computers**

Most Admired

Rank	Company	Overall score
1	Xerox	7.28
2	Apple	7.07
3	Hewlett-Packard	7.04

[More competitors](#)[See all](#)

From the March 16, 2009 issue

Find companies *you* most admire

- ☐ Innovation
- ☐ Quality of management
- ☐ People management
- ☐ Financial soundness
- ☐ Use of corporate assets
- ☐ Long-term investment
- ☐ Social responsibility
- ☐ Product/services quality
- ☐ Global competitiveness

Select Industry(s)

[See All](#)

Select State(s)

[See All](#)

Select Country(s)

[See All](#)[Get more Most Admired data](#)
(HOW THIS TOOL WORKS)

Submit

Video (2 of 3)



HP stays lean and mean

CEO Mark Hurd has transformed HP, No. 30 on Fortune's Most Admired list, from industry doormat into the largest of the tech titans. [Watch](#)

Top 3

INNOVATION	PEOPLE MANAGEMENT	FINANCIAL SOUNDNESS
Company	Industry rank	
Apple	2	
Walt Disney	1	
Google	1	

[See the rest](#)

How we pick the Most Admired

This year *Fortune* has revamped the Most Admired Survey by combining the former America's Most Admired Company (AMAC) survey and the former World's Most Admired Company (WMAC) survey into one... [More](#)

...Top 50 Headquarters



Show: Top 50 | All Most Admired: The Americas | Europe | Asia/Australia

AMERICA'S MOST ADMIRABLE COMPANIES 2008

Top 20 Most Admired Companies

To create the top 20, Fortune and its survey partners at Hay Group asked the experts -- in this case, more than 3,700 people from dozens of industries -- to select the 10 companies they admire most. This year's winners all have strong records of innovation, leadership, and financial strength -- and their employees know it.

[< BACK](#) [NEXT >](#) 1 of 20

Apple

Top 20 rank: 1
Rank in Computers: 1

It is a tribute to its CEO that Apple, which ten years ago seemed headed for the slag heap, is No. 1 on this list. Steve Jobs has always had a knack for weaving magic out of silicon and software. But who knew he could build a \$24 billion (in sales) company on the strength of a portable jukebox and a computer with a single-digit market share?

His pitch, as he leveraged the success of the iPod, was very simple: Apple products work, and if you buy more than one, they work better. The company (if not its stock) is on a tear, but even with the economy weakening, it will be interesting to see how economically sensitive this growth engine is. -Philip Elmer-DeWitt

See how **Apple** rates in 8 key areas

Have your say: **Do you admire the top 20 companies?**

LAST UPDATED MARCH 03 2008: 2:10 PM ET



COURTESY: APPLE



Apple



Berkshire
Hathaway



General
Electric



Google



Toyota Motor



Starbucks



FedEx

[MORE](#)

More most admired



Most admired: Full list

See how 317 top companies rate in 8 key areas. [\(More\)](#)



Most admired in your state

California is home to the most corporations on this year's list. See the top-rated firms near

you. [\(More\)](#)



Game: How admirable are you?

Can you match each quote to the Most Admired company it refers to? See how admirably you score. [\(More\)](#)

EXHIBIT 8

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- iPod touch
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- Today at Apple
- Youth Programs
- Apple Store App
- Refurbished and Clearance
- Financing
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- Shopping Help

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- Apple and Education
- Shop for College

For Business

- Apple and Business
- Shop for Business

Government

- Shop for Government
- Shop for Veterans & Military

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- Apple in Healthcare
- Health on Apple Watch
- Health Records on iPhone

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EXHIBIT 9



Mac

iPad

iPhone

Watch

TV

Music

Support

AirPods Pro
New

AirPods

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AirPods
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H1 chip	✓	✓
Hey Siri	Always on	Always on
Sweat and water resistant ¹	✓	—
Battery life listening time on one charge	Up to 4.5 hours ²	Up to 5 hours ³
Battery life listening time with charging case	More than 24 hours ⁴	More than 24 hours ⁵
Charging Case	Wireless Charging Case Included	Wireless Charging Case or Standard Charging Case Included
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Have a question? Call a Specialist or chat online. Call 1-800-MY-APPLE.

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¹ AirPods Pro are sweat and water resistant for non-water sports and exercise. AirPods Pro were tested under controlled laboratory conditions, and have a rating of IPX4 under IEC standard 60529. Sweat and water resistance are not permanent conditions and resistance might decrease as a result of normal wear. Do not attempt to charge wet AirPods Pro; refer to <https://support.apple.com/kb/HT210711> for cleaning and drying instructions. The charging case is not sweat or water resistant.

² Testing conducted by Apple in October 2019 using preproduction AirPods Pro with Wireless Charging Case and software paired with iPhone 11 Pro Max units and prerelease software. The playlist consisted of 358 unique audio tracks purchased from the iTunes Store (256-Kbps AAC encoding). Volume was set to 50% and Active Noise Cancellation was enabled. With Active Noise Cancellation and Transparency turned off, listening time was up to 5 hours. Testing consisted of full AirPods Pro battery

discharge while playing audio until the first AirPods Pro stopped playback. Battery life depends on device settings, environment, usage, and many other factors.

3. Testing conducted by Apple in February 2019 using preproduction AirPods (2nd generation), Charging Case, and Wireless Charging Case units and software paired with iPhone XS Max units and prerelease software. The playlist consisted of 358 unique audio tracks purchased from the iTunes Store (256-Kbps AAC encoding). Volume was set to 50%. Testing consisted of full AirPods battery discharge while playing audio until the first AirPods Pro stopped playback. Battery life depends on device settings, environment, usage, and many other factors.
4. Testing conducted by Apple in October 2019 using preproduction AirPods Pro with Wireless Charging Case and software paired with iPhone 11 Pro Max units and prerelease software. The playlist consisted of 358 unique audio tracks purchased from the iTunes Store (256-Kbps AAC encoding). Volume was set to 50% and Active Noise Cancellation was enabled. Testing consisted of full AirPods Pro battery discharge while playing audio until the first AirPods Pro stopped playback. The drained AirPods Pro were charged to 100 percent, then audio playback was resumed until the first AirPods Pro stopped playback. This cycle was repeated until both the AirPods Pro and charging case were fully discharged. Battery life depends on device settings, environment, usage, and many other factors.
5. Testing conducted by Apple in February 2019 using preproduction AirPods (2nd generation), Charging Case, and Wireless Charging Case units and software paired with iPhone Xs Max units and prerelease software. The playlist consisted of 358 unique audio tracks purchased from the iTunes Store (256-Kbps AAC encoding). Volume was set to 50%. Testing consisted of full AirPods battery discharge while playing audio until the first AirPods Pro stopped playback. The drained AirPods were charged to 100 percent, then audio playback was resumed until the first AirPods Pro stopped playback. This cycle was repeated until both the AirPods and charging case were fully discharged. Battery life depends on device settings, environment, usage, and many other factors.

Apple > Music > AirPods

Shop and Learn

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Watch
TV
Music
AirPods
HomePod
iPod touch
Accessories
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Apple TV+
Apple Arcade
Apple Card
iCloud

Account
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Apple Store Account
iCloud.com

Apple Store

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Genius Bar
Today at Apple
Apple Camp
Field Trip
Apple Store App
Refurbished and Clearance
Financing
Apple Trade In
Order Status
Shopping Help

For Business

Apple and Business
Shop for Business

For Education
Apple and Education
Shop for College

For Healthcare
Apple in Healthcare
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Health Records on iPhone

For Government
Shop for Government
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Apple Values

Accessibility
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United States

EXHIBIT 10

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 3,226,289

United States Patent and Trademark Office

Registered Apr. 10, 2007

**TRADEMARK
PRINCIPAL REGISTER**

APPLE

APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

AND TELECOMMUNICATIONS; STATIONERY, PENS AND PENCILS, CLIPBOARDS, POSTERS, MEMO PADS, BINDERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FOR: PRINTED MATERIALS AND PUBLICATIONS, NAMELY, USER MANUALS, BROCHURES, DATA SHEETS, WHITE PAPERS, NEWSLETTERS, CATALOGS, PAMPHLETS, PERIODICALS AND MAGAZINES, ALL IN THE FIELDS OF BUSINESS, CREATIVE DESIGN, COMPUTERS, INFORMATION TECHNOLOGY, WORD PROCESSING, DATABASE MANAGEMENT, MULTIMEDIA, ENTERTAINMENT, ELECTRONIC COMMERCE

FIRST USE 4-1-1976; IN COMMERCE 4-1-1976.

OWNER OF U.S. REG. NOS. 1,078,312, 2,273,661 AND OTHERS.

SER. NO. 76-116,541, FILED 8-24-2000.

H. M. FISHER, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2020-02-24 19:10:03 EST

Mark: APPLE

APPLE

US Serial Number: 76116541

Application Filing Date: Aug. 24, 2000

US Registration Number: 3226289

Registration Date: Apr. 10, 2007

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Nov. 02, 2017

Publication Date: Nov. 11, 2003

Mark Information

Mark Literal Elements: APPLE

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

International Registration Number: 1402447

International Application(s) /Registration(s) Based on this Property: A0073366/1402447

Claimed Ownership of US Registrations: 1078312, 1144147, 1895326, 2273661 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Printed materials and publications, namely, user manuals, brochures, [data sheets, white papers, newsletters, catalogs,] pamphlets, [periodicals and magazines,] all in the fields of business, creative design, computers, information technology, word processing, database management, multimedia, entertainment, [electronic commerce] and telecommunications [; stationery, pens and pencils, clipboards, posters, memo pads, binders]

International Class(es): 016 - Primary Class

U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Apr. 01, 1976

Use in Commerce: Apr. 01, 1976

Basis Information (Case Level)

Filed Use: Yes

Filed ITU: No

Filed 44D: No

Filed 44E: No

Filed 66A: No

Filed No Basis: No

Currently Use: Yes

Currently ITU: No

Currently 44E: No

Currently 66A: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary trademarkdocket@apple.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent Thomas R. La Perle
Name/Address: Apple Inc.
One Apple Park Way
MS: 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e-mail: trademarkdocket@apple.com laperle@apple.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Nov. 02, 2017	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Nov. 02, 2017	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76873
Nov. 02, 2017	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76873
Nov. 01, 2017	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76873
Oct. 06, 2017	TEAS SECTION 8 & 9 RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Apr. 10, 2016	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Mar. 28, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 28, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Oct. 18, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - MAILED	
Oct. 18, 2013	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	66607

Oct. 09, 2013	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	66607
Oct. 18, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	66607
Oct. 09, 2013	TEAS SECTION 8 & 15 RECEIVED	
Oct. 09, 2013	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Apr. 10, 2007	REGISTERED-PRINCIPAL REGISTER	
Mar. 01, 2007	OPPOSITION TERMINATED NO. 999999	160561
Mar. 01, 2007	OPPOSITION DISMISSED NO. 999999	160561
Feb. 07, 2007	ASSIGNMENT OF OWNERSHIP NOT UPDATED AUTOMATICALLY	
Sep. 15, 2004	CASE FILE IN TICRS	
May 19, 2004	OPPOSITION INSTITUTED NO. 999999	160561
Dec. 10, 2003	EXTENSION OF TIME TO OPPOSE RECEIVED	
Nov. 11, 2003	PUBLISHED FOR OPPOSITION	
Oct. 22, 2003	NOTICE OF PUBLICATION	
Sep. 04, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 28, 2003	ASSIGNED TO EXAMINER	59851
Aug. 26, 2003	PETITION TO REVIVE-GRANTED	67832
Aug. 05, 2003	COMMUNICATION RECEIVED FROM PETITIONER	
Jul. 28, 2003	INCOMPLETE PETITION NOTICE MAILED	67832
Aug. 05, 2003	FAX RECEIVED	
May 28, 2003	PETITION TO REVIVE-RECEIVED	
Jul. 28, 2003	PAPER RECEIVED	
May 28, 2003	FAX RECEIVED	
Jul. 29, 2002	ABANDONMENT - FAILURE TO RESPOND OR LATE RESPONSE	
Nov. 30, 2001	NON-FINAL ACTION MAILED	
Nov. 16, 2001	ASSIGNED TO EXAMINER	78473
Nov. 13, 2001	ASSIGNED TO EXAMINER	78369
Oct. 10, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Oct. 10, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 12, 2001	NON-FINAL ACTION MAILED	
Feb. 16, 2001	ASSIGNED TO EXAMINER	59851
Feb. 08, 2001	ASSIGNED TO EXAMINER	78061
Feb. 02, 2001	ASSIGNED TO EXAMINER	76509

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Nov. 02, 2017

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [3468/0463](#)

Pages: 5

Date Recorded: Jan. 25, 2007

Supporting Documents: [assignment-tm-3468-0463.pdf](#)

Assignor

Name: [APPLE COMPUTER, INC.](#)

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

Correspondent Address: 1 INFINITE LOOP
MS: 3TM
CUPERTINO, CA 95014

Domestic Representative - Not Found

Int. Cl.: 16

Prior U.S. Cls.: 2, 5, 22, 23, 29, 37, 38 and 50

Reg. No. 2,657,931

United States Patent and Trademark Office

Registered Dec. 10, 2002

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

ELECTRONIC COMMERCE AND TELECOMMUNICATIONS; STATIONERY, PENS AND PENCILS, CLIPBOARDS, POSTERS, MEMO PADS, BINDERS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FOR: PRINTED MATERIALS AND PUBLICATIONS, NAMELY, USER MANUALS, SERIES OF BOOKS, BOOKLETS, BROCHURES, DATA SHEETS, WHITE PAPERS, NEWSLETTERS, CATALOGS, PAMPHLETS, PERIODICALS AND MAGAZINES, ALL IN THE FIELDS OF BUSINESS, CREATIVE DESIGN, COMPUTERS, INFORMATION TECHNOLOGY, WORD PROCESSING, DATABASE MANAGEMENT, MULTIMEDIA, ENTERTAINMENT,

FIRST USE 1-6-1979; IN COMMERCE 1-6-1979.

OWNER OF U.S. REG. NOS. 1,219,945, 2,180,949 AND OTHERS.

SER. NO. 76-117,498, FILED 8-24-2000.

ANTHONY TAMBOURINO, EXAMINING ATTORNEY

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Mark:



US Serial Number: 76117498

Application Filing Date: Aug. 24, 2000

US Registration Number: 2657931

Registration Date: Dec. 10, 2002

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jun. 25, 2013

Publication Date: Sep. 17, 2002

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 0868666,

International Application(s)/Registration(s) Based on this Property: A0001003/0868666, A0000983

Claimed Ownership of US Registrations: 1219945, 1401154, 2180949 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Printed materials and publications, namely, user manuals, [series of books,] booklets, brochures, [data sheets, white papers,] [newsletters, catalogs,] pamphlets, [periodicals and magazines,] all in the fields of business, creative design, computers, information technology, word processing, database management, multimedia, entertainment, [electronic commerce] and telecommunications; [stationery,] pens and pencils, [clipboards,] [posters,] [memo pads,] binders

International Class(es): 016 - Primary Class

U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 06, 1979

Use in Commerce: Jan. 06, 1979

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary
Email Address: trademarkdocket@apple.com

Attorney Email Yes
Authorized:

Correspondent

Correspondent
Name/Address: Thomas R. La Perle
Apple Inc.
One Apple Park Way
MS: 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e-
mail: trademarkdocket@apple.com laperle@apple.com

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jun. 25, 2013	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - MAILED	
Jun. 25, 2013	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	77315
Jun. 25, 2013	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	77315
Jun. 25, 2013	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jun. 10, 2013	TEAS SECTION 8 & 9 RECEIVED	
Jun. 25, 2009	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	69934
Jun. 13, 2009	ASSIGNED TO PARALEGAL	69934
Jun. 09, 2009	TEAS SECTION 8 & 15 RECEIVED	
Jan. 24, 2008	CASE FILE IN TICRS	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	

Dec. 10, 2002	REGISTERED-PRINCIPAL REGISTER	
Sep. 17, 2002	PUBLISHED FOR OPPOSITION	
Aug. 28, 2002	NOTICE OF PUBLICATION	
Jun. 24, 2002	APPROVED FOR PUB - PRINCIPAL REGISTER	
May 30, 2002	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Nov. 30, 2001	NON-FINAL ACTION MAILED	
Nov. 16, 2001	ASSIGNED TO EXAMINER	78473
Nov. 13, 2001	ASSIGNED TO EXAMINER	78369
Oct. 10, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Oct. 10, 2001	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Apr. 12, 2001	NON-FINAL ACTION MAILED	
Feb. 16, 2001	ASSIGNED TO EXAMINER	59851
Feb. 12, 2001	ASSIGNED TO EXAMINER	78061
Feb. 06, 2001	ASSIGNED TO EXAMINER	78194

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jun. 25, 2013

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [3468/0526](#)

Pages: 5

Date Recorded: Jan. 25, 2007

Supporting Documents: [assignment-tm-3468-0526.pdf](#)

Assignor

Name: [APPLE COMPUTER, INC.](#)

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

Correspondent Address: 1 INFINITE LOOP
MS: 3TM
CUPERTINO, CA 95014

Domestic Representative - Not Found

Int. Cl.: 16

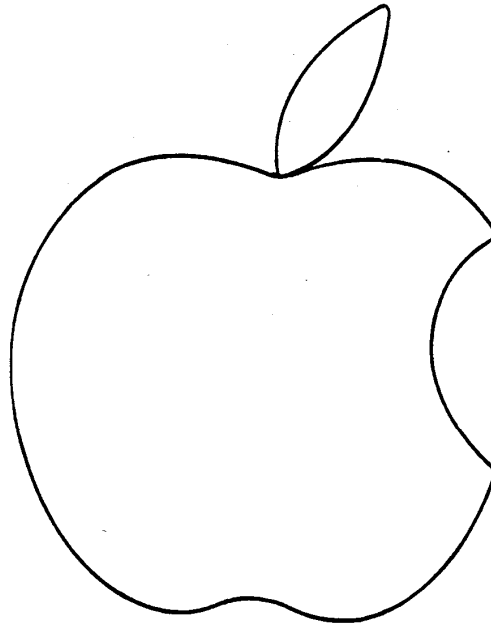
Prior U.S. Cls.: 23, 37 and 38

United States Patent and Trademark Office

Reg. No. 1,401,154

Registered July 15, 1986

**TRADEMARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
20525 MARIANI AVENUE
CUPERTINO, CA 95014

FOR: COMPUTER MAGAZINES; COMPUTER HARDWARE MANUALS; COMPUTER SOFTWARE MANUALS; MAIL-ORDER CATALOGS; STATIONERY, NAMELY WRITING PADS AND NOTE PADS; GIFT CARDS; POSTCARDS; BUSINESS CARDS; CALENDARS; POSTERS; BUMPER STICKERS; DECALS; PENS; PENCILS; PENCIL HOLDERS; DESK TRAYS;

LETTER TRAYS; STAPLERS; STAPLE REMOVERS; LOOSE LEAF BINDERS; CLIPBOARDS AND PAPER CLIPS, IN CLASS 16 (U.S. CLS. 23, 37 AND 38).

FIRST USE 1-6-1979; IN COMMERCE 1-6-1979.

OWNER OF U.S. REG. NOS. 1,114,431, 1,225,776 AND OTHERS.

SER. NO. 566,767, FILED 11-4-1985.

HENRY S. ZAK, EXAMINING ATTORNEY

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Mark:



US Serial Number: 73566767

Application Filing Date: Nov. 04, 1985

US Registration Number: 1401154

Registration Date: Jul. 15, 1986

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Sep. 30, 2016

Publication Date: Apr. 22, 1986

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1394107

International Application(s)/Registration(s) Based on this Property: A0072595/1394107

Claimed Ownership of US Registrations: 1114431, 1130288, 1200280, 1219945, 1225776 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((...)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *...* identify additional (new) wording in the goods/services.

For: [COMPUTER MAGAZINES;] [COMPUTER HARDWARE MANUALS; COMPUTER SOFTWARE MANUALS; [MAIL-ORDER CATALOGS;] STATIONERY, namely, WRITING PADS AND NOTE PADS; GIFT CARDS; POSTCARDS; [BUSINESS CARDS;] [CALENDARS; POSTERS;] [BUMPER STICKERS;] DECALS; PENS; PENCILS; [PENCIL HOLDERS; DESK TRAYS; LETTER TRAYS;] [STAPLERS; STAPLE REMOVERS;] [LOOSE LEAF BINDERS;] [CLIPBOARDS AND PAPER CLIPS]

International Class(es): 016 - Primary Class

U.S Class(es): 002, 005, 022, 023, 029, 037, 038, 050

Class Status: ACTIVE

Basis: 1(a)

First Use: Jan. 06, 1979

Use in Commerce: Jan. 06, 1979

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary
Email Address: trademarkdocket@apple.com

Attorney Email Yes
Authorized:

Correspondent

Correspondent
Name/Address: Thomas R. La Perle
Apple Inc.
One Apple Park Way
MS: 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e-
mail: trademarkdocket@apple.com laperle@apple.com

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 04, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 04, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 30, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Sep. 30, 2016	REGISTERED AND RENEWED (SECOND RENEWAL - 10 YRS)	76874
Sep. 30, 2016	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76874
Sep. 30, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76874
Jul. 15, 2016	TEAS SECTION 8 & 9 RECEIVED	
Mar. 16, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 16, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jul. 15, 2015	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	

Nov. 22, 2008	NOTICE OF DESIGN SEARCH CODE MAILED	
Mar. 17, 2007	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	60234
Mar. 17, 2007	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	
Mar. 01, 2007	ASSIGNED TO PARALEGAL	60234
Jan. 08, 2007	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 08, 2007	TEAS SECTION 8 & 9 RECEIVED	
Dec. 22, 2006	CASE FILE IN TICRS	
Feb. 21, 1992	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	
Oct. 15, 1991	REGISTERED - SEC. 8 (6-YR) & SEC. 15 FILED	
Jul. 15, 1986	REGISTERED-PRINCIPAL REGISTER	
Apr. 22, 1986	PUBLISHED FOR OPPOSITION	
Mar. 25, 1986	NOTICE OF PUBLICATION	
Feb. 21, 1986	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 19, 1986	EXAMINER'S AMENDMENT MAILED	
Jan. 22, 1986	ASSIGNED TO EXAMINER	62126

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Sep. 30, 2016

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: APPLE COMPUTER, INC.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [3468/0526](#)

Pages: 5

Date Recorded: Jan. 25, 2007

Supporting Documents: [assignment-tm-3468-0526.pdf](#)

Assignor

Name: [APPLE COMPUTER, INC.](#)

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

Correspondent Address: 1 INFINITE LOOP
MS: 3TM
CUPERTINO, CA 95014

Domestic Representative - Not Found

Proceedings

Summary

Number of Proceedings: 5

Type of Proceeding: Opposition

Proceeding Number: [91249757](#)

Filing Date: Jul 22, 2019

Status: Suspended

Status Date: Nov 04, 2019

Interlocutory Attorney: LAWRENCE (LARRY) T STANLEY

Defendant

Name: The Trustees of the Van Andel Institute

Correspondent Address: JAMES L SCOTT
WARNER NORCROSS + JUDD LLP
111 LYON STREET NW, 900 FIFTH THIRD CENTER
GRAND RAPIDS MI UNITED STATES , 49503-2487

Correspondent e-mail: trademarks@wnj.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
BLUE APPLE	Opposition Pending	88112456	
	Opposition Pending	88112473	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@kilpatricktownsend.com , SManes@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com , HYang@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
MUSIC	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78943482	3298028
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Registered	86663005	5330145
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Cancellation Pending	77428980	4088195
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791
TODAY AT APPLE	Registered	87607048	5443302
APPLE MUSIC	Registered	86658508	5330141
APPLE	Section 8 and 15 - Accepted and Acknowledged	77388864	3621571
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLE	REGISTERED AND RENEWED	78157042	2870477
	REGISTERED AND RENEWED	74660120	2079765
	REGISTERED AND RENEWED	78155196	2951270
	REGISTERED AND RENEWED	76117498	2657931
APPLE	REGISTERED AND RENEWED	76116541	3226289
	REGISTERED AND RENEWED	73566767	1401154

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 22, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 25, 2019	Sep 03, 2019
3	INSTITUTED	Jul 25, 2019	
4	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 03, 2019	
5	SUSPENDED	Sep 03, 2019	
6	D MOT FOR EXT W/ CONSENT	Oct 04, 2019	
7	EXTENSION OF TIME GRANTED	Oct 04, 2019	

8	D MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Nov 04, 2019
9	SUSPENDED	Nov 04, 2019
10	D MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Dec 04, 2019
11	SUSPENDED	Dec 04, 2019
12	D MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Jan 06, 2020
13	SUSPENDED	Jan 06, 2020
14	D MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Feb 04, 2020
15	SUSPENDED	Feb 04, 2020

Type of Proceeding: Opposition

Proceeding Number: [91216334](#)

Filing Date: May 12, 2014

Status: Terminated

Status Date: Aug 21, 2014

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: The Teacher's Fund Corporation

Correspondent JASON R LEE

Address: LEE LEE & ASSOC PC
2531 JACKSON RD, SUITE 234
ANN ARBOR MI UNITED STATES , 48103

Correspondent e-mail: doCKET@llapc.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
THE TEACHER'S FUND CARD	Abandoned - After Inter-Partes Decision	85782659	

Plaintiff(s)

Name: Apple Inc.

Correspondent JOSEPH PETERSEN

Address: KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVE OF THE AMERICAS, 21ST FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: NChollet@kilpatricktownsend.com , JPetersen@ktslaw.com , agarcia@ktslaw.com , NYTrademarks@ktslaw.com , tadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78255986	2820066
	REGISTERED AND RENEWED	78155188	2926853
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	73566767	1401154
APPLE	REGISTERED AND RENEWED	74527910	1895326
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE STORE	REGISTERED AND RENEWED	76400649	2683410
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	May 12, 2014	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	May 12, 2014	Jun 21, 2014
3	PENDING, INSTITUTED	May 12, 2014	
4	NOTICE OF DEFAULT	Jul 10, 2014	
5	BD DECISION: SUSTAINED	Aug 21, 2014	
6	TERMINATED	Aug 21, 2014	

Type of Proceeding: Opposition

Proceeding [91195422](#)
Number:

Filing Date: Jun 23, 2010

Status: Terminated

Status Date: Oct 29, 2010

Interlocutory Attorney: MICHAEL B ADLIN

Defendant

Name: Anthony Gilbert Rodriguez

Correspondent Address: ANTHONY GILBERT RODRIGUEZ
10935 SEE DRIVE
WHITTIER CA UNITED STATES , 90606

Correspondent e-mail: arodriguez@starvingstudent.net

Associated marks

Mark	Application Status	Serial Number	Registration Number
STARVING STUDENT.NET THE ULTIMATE COLLEGE WEBSITE	Abandoned - No Statement Of Use Filed	77722432	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK STOCKTON LLP
31 W 52ND STREET , 14TH FL
NEW YORK NY UNITED STATES , 10019

Correspondent e-mail: JPetersen@kilpatrickstockton.com , JVogel@kilstock.com , AlJones@kilpatrickstockton.com , ipefiling@kilpatrickstockton.com , agarci@kilstock.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Cancelled - Section 8	73201697	1144147
	REGISTERED AND RENEWED	73162799	1114431
	Cancelled - Section 8	73325947	1219945
	Cancelled - Section 8	73193803	1130288
	REGISTERED AND RENEWED	73566767	1401154
APPLE	REGISTERED AND RENEWED	74527910	1895326
	REGISTERED AND RENEWED	74693680	2041653
APPLE	REGISTERED AND RENEWED	74660120	2079765
	REGISTERED AND RENEWED	76117498	2657931
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78157042	2870477
	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	78408605	3108652
	REGISTERED AND RENEWED	78430266	3221275
APPLE	REGISTERED AND RENEWED	76116541	3226289
	REGISTERED AND RENEWED	78943482	3298028
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 23, 2010	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 24, 2010	Aug 03, 2010
3	PENDING, INSTITUTED	Jun 24, 2010	
4	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Aug 03, 2010	
5	SUSPENDED	Aug 03, 2010	
6	P'S MOT TO SUSP PEND SETLMT NEGOTIATIONS	Oct 04, 2010	
7	AMENDMENT TO APPLICATION	Aug 17, 2010	

8	PL'S NOTICE OF CONSENT TO DF'S AMENDMENT	Oct 19, 2010
9	BOARD'S DECISION: DISMISSED	Oct 29, 2010
10	TERMINATED	Oct 29, 2010

Type of Proceeding: Opposition

Proceeding Number: [91195320](#)

Filing Date: Jun 16, 2010

Status: Terminated

Status Date: Sep 01, 2010

Interlocutory Attorney: ANN LINNEHAN VOGLER

Defendant

Name: Richard V Colombini

Correspondent Address: RICHARD V COLOMBINI
7330 W 14TH ST
ST LOUIS PARK MN UNITED STATES , 55426-2007

Correspondent e-mail: RCOLOMBINI@MSN.COM

Associated marks

Mark	Application Status	Serial Number	Registration Number
A IS FOR APPLE	Abandoned - After Inter-Partes Decision	77816061	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JASON M. VOGEL
KILPATRICK STOCKTON LLP
31 WEST 52ND STREET , 14TH FLOOR
NEW YORK NY UNITED STATES , 10019

Correspondent e-mail: Jvogel@kilstock.com , AlJones@kilpatrickstockton.com , agarcia@kilstock.com , nytrademarks@kilstock.com , JPetersen@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Cancelled - Section 8	73201697	1144147
	REGISTERED AND RENEWED	73162799	1114431
	Cancelled - Section 8	73325947	1219945
	Cancelled - Section 8	73193803	1130288
	REGISTERED AND RENEWED	73566767	1401154
APPLE	REGISTERED AND RENEWED	74660120	2079765
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
APPLE STORE	REGISTERED AND RENEWED	76400649	2683410
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78157042	2870477
APPLE	REGISTERED AND RENEWED	76116541	3226289
	REGISTERED AND RENEWED	78943482	3298028
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLE	Cancellation Pending	77428980	4088195

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 16, 2010	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 16, 2010	Jul 26, 2010
3	PENDING, INSTITUTED	Jun 16, 2010	
4	ANSWER	Jul 26, 2010	
5	WITHDRAWAL OF APPLICATION	Aug 19, 2010	
6	BOARD'S DECISION: SUSTAINED	Sep 01, 2010	

Type of Proceeding: Opposition

Proceeding Number: [91180316](#)

Filing Date: Oct 26, 2007

Status: Terminated

Status Date: Apr 22, 2008

Interlocutory Attorney: GEORGE POLOGEORGIS

Defendant

Name: Business Council of Westchester, The

Correspondent Address: Yuval H. Marcus
GOTTLIEB, RACKMAN & REISMAN, P.C.
270 Madison Avenue, 8th Floor
New York NY UNITED STATES , 10016-0601

Correspondent e-mail: ymarcus@grr.com , efiling@grr.com , kpierre@grr.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Cancelled - Section 8	78437694	3435928

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: Joseph Petersen
Kilpatrick Stockton LLP
31 West 52nd Street, 14th Floor
New York NY UNITED STATES , 10019

Correspondent e-mail: JPeterse@kilpatrickstockton.com , scoates@kilpatrickstockton.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	73566767	1401154
	REGISTERED AND RENEWED	76117498	2657931
	REGISTERED AND RENEWED	78146716	2753069
	REGISTERED AND RENEWED	78255986	2820066
	REGISTERED AND RENEWED	78157042	2870477
	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	78943482	3298028

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 26, 2007	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 26, 2007	Dec 05, 2007
3	PENDING, INSTITUTED	Oct 26, 2007	
4	STIP TO SUSPEND PEND SETTLEMENT NEGOTNS	Nov 21, 2007	
5	SUSPENDED	Nov 21, 2007	
6	WITHDRAWAL OF OPPOSITION	Jan 09, 2008	
7	RESPONSE DUE 30 DAYS (DUE DATE)	Feb 26, 2008	Mar 27, 2008
8	WITHDRAWAL OF OPPOSITION	Mar 21, 2008	
9	BD'S DECISION: DISMISSED W/O PREJUDICE	Apr 22, 2008	
10	TERMINATED	Apr 22, 2008	

Generated on: This page was generated by TSDR on 2020-02-24 19:34:04 EST

Mark: APPLE

APPLE

US Serial Number: 87499907

Application Filing Date: Jun. 21, 2017

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Under Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and that this application has been assigned to an examiner.

Status: A fourth request for extension of time to file a Statement of Use has been granted.

Status Date: Dec. 12, 2019

Publication Date: Oct. 17, 2017

Notice of Allowance Date: Dec. 12, 2017

Mark Information

Mark Literal Elements: APPLE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 1366329

International Application(s) /Registration(s) Based on this Property: A0068013/1366329

Claimed Ownership of US Registrations: 2808567, 3928818, 4088195 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 71512

Foreign Application Filing Date: Dec. 22, 2016

Foreign Application/Registration Country: JAMAICA

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: providing geographic and destination information, maps, route planning, traffic, parking, and road condition information, and driving, walking, and mass transit directions via computers, telecommunication networks, mobile phones, hand-held devices and wireless navigation devices; providing interactive maps; travel route planning; traffic information; parking location services; GPS navigation services; interactive online vehicle routing by computers and telecommunications networks; providing a website and an online searchable computer database featuring information regarding delivery services and booking for delivery of goods; gift wrapping; information, advisory and consultancy services relating to all the aforesaid

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: THOMAS R. LA PERLE
APPLE INC.
One Apple Park Way
MS 169-3IPL
CUPERTINO, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Fax: 408-253-0186

Correspondent e-mail: trademarkdocket@apple.com karenmarie@apple.com
com.amy.shelton@apple.com laperle@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 14, 2019	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 12, 2019	EXTENSION 4 GRANTED	98765
Dec. 12, 2019	EXTENSION 4 FILED	98765
Dec. 12, 2019	TEAS EXTENSION RECEIVED	
Jun. 11, 2019	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 07, 2019	EXTENSION 3 GRANTED	98765
Jun. 07, 2019	EXTENSION 3 FILED	98765
Jun. 07, 2019	TEAS EXTENSION RECEIVED	
Dec. 05, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 03, 2018	EXTENSION 2 GRANTED	98765
Dec. 03, 2018	EXTENSION 2 FILED	98765

Dec. 03, 2018	TEAS EXTENSION RECEIVED	
Jun. 09, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 07, 2018	EXTENSION 1 GRANTED	98765
Jun. 07, 2018	EXTENSION 1 FILED	98765
Jun. 07, 2018	TEAS EXTENSION RECEIVED	
Jun. 07, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Dec. 12, 2017	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 17, 2017	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 17, 2017	PUBLISHED FOR OPPOSITION	
Sep. 27, 2017	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 02, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 02, 2017	ASSIGNED TO EXAMINER	76842
Jun. 28, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 24, 2017	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: GOODMAN, WENDY BETH

Law Office LAW OFFICE 109
Assigned:

File Location

Current Location: INTENT TO USE SECTION

Date in Location: Dec. 12, 2017

Generated on: This page was generated by TSDR on 2020-02-24 19:34:44 EST

Mark:



US Serial Number: 87499977

Application Filing Date: Jun. 21, 2017

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/APPLICATION/Under Examination

The trademark application has been accepted by the Office (has met the minimum filing requirements) and that this application has been assigned to an examiner.

Status: A fourth request for extension of time to file a Statement of Use has been granted.

Status Date: Dec. 12, 2019

Publication Date: Oct. 17, 2017

Notice of Allowance Date: Dec. 12, 2017

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the design of an apple with a bite removed.

Color(s) Claimed: Color is not claimed as a feature of the mark.

Design Search Code(s): 05.09.05 - Apples

Related Properties Information

International Registration Number: 1377798

International Application(s) /Registration(s) Based on this Property: A0068018/1377798

Claimed Ownership of US Registrations: 2753069, 2926853, 3679056 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 71511

Foreign Application Filing Date: Dec. 22, 2016

Foreign Application/Registration Country: JAMAICA

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: providing geographic and destination information, maps, route planning, traffic, parking, and road condition information, and driving, walking, and mass transit directions via computers, telecommunication networks, mobile phones, hand-held devices and wireless navigation devices; providing interactive maps; travel route planning; traffic information; parking location services; GPS navigation services; interactive online vehicle routing by computers and telecommunications networks; providing a website and an online searchable computer database featuring information regarding delivery services and booking for delivery of goods; gift wrapping; information, advisory and consultancy services relating to all the aforesaid

International Class(es): 039 - Primary Class

U.S Class(es): 100, 105

Class Status: ACTIVE

Basis: 1(b)

Basis Information (Case Level)

Filed Use: No

Currently Use: No

Filed ITU: Yes

Currently ITU: Yes

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: THOMAS R. LA PERLE
APPLE INC.
One Apple Park Way
MS 169-3IPL
CUPERTINO, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Fax: 408-253-0186

Correspondent e-mail: trademarkdocket@apple.com karenmarie@apple.com
com.amy.shelton@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Dec. 14, 2019	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 12, 2019	EXTENSION 4 GRANTED	98765
Dec. 12, 2019	EXTENSION 4 FILED	98765
Dec. 12, 2019	TEAS EXTENSION RECEIVED	
Jun. 11, 2019	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 07, 2019	EXTENSION 3 GRANTED	98765

Jun. 07, 2019	EXTENSION 3 FILED	98765
Jun. 07, 2019	TEAS EXTENSION RECEIVED	
Dec. 05, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Dec. 03, 2018	EXTENSION 2 GRANTED	98765
Dec. 03, 2018	EXTENSION 2 FILED	98765
Dec. 03, 2018	TEAS EXTENSION RECEIVED	
Jun. 09, 2018	NOTICE OF APPROVAL OF EXTENSION REQUEST E-MAILED	
Jun. 07, 2018	EXTENSION 1 GRANTED	98765
Jun. 07, 2018	EXTENSION 1 FILED	98765
Jun. 07, 2018	TEAS EXTENSION RECEIVED	
Jun. 07, 2018	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Dec. 12, 2017	NOA E-MAILED - SOU REQUIRED FROM APPLICANT	
Oct. 17, 2017	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 17, 2017	PUBLISHED FOR OPPOSITION	
Sep. 27, 2017	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 02, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 02, 2017	ASSIGNED TO EXAMINER	76842
Jun. 29, 2017	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Jun. 28, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jun. 24, 2017	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information

TM Attorney: GOODMAN, WENDY BETH

Law Office LAW OFFICE 109
Assigned:

File Location

Current Location: INTENT TO USE SECTION

Date in Location: Dec. 12, 2017

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,808,567

Registered Jan. 27, 2004

**SERVICE MARK
PRINCIPAL REGISTER**

APPLE

APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEB SITE OPERATION AND MANAGEMENT SERVICES TO OTHERS; COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE, IN CLASS 42 (U.S. CLS. 100 AND 101).

VICES TO OTHERS; COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-1980; IN COMMERCE 9-0-1980.

OWNER OF U.S. REG. NOS. 1,078,312, 2,132,209 AND OTHERS.

SER. NO. 78-170,383, FILED 10-2-2002.

DOMINIC J. FERRAIUOLO, EXAMINING ATTORNEY

Generated on: This page was generated by TSDR on 2020-02-24 19:51:24 EST

Mark: APPLE

US Serial Number: 78170383

Application Filing Date: Oct. 02, 2002

US Registration Number: 2808567

Registration Date: Jan. 27, 2004

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Feb. 10, 2014

Publication Date: Nov. 04, 2003

Mark Information

Mark Literal Elements: APPLE

Standard Character Claim: No

Mark Drawing Type: 1 - TYPESET WORD(S) /LETTER(S) /NUMBER(S)

Related Properties Information

International Registration Number: 0870749

International Application(s) /Registration(s) Based on this Property: A0001658/0870749

Claimed Ownership of US Registrations: 1078312, 1144147, 1895326, 2079765, 2132209 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: COMPUTER CONSULTATION, DESIGN, TESTING, RESEARCH AND ADVISORY SERVICES; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE APPLICATIONS; UPDATING OF COMPUTER SOFTWARE; COMPUTER PROGRAMMING SERVICES; PROVIDING INFORMATION CONCERNING COMPUTERS AND COMPUTER SOFTWARE OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; [COMPUTER SERVICES, NAMELY, HOSTING WEB SITES AND PROVIDING WEB SITE OPERATION AND MANAGEMENT

SERVICES TO OTHERS;] COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 1980

Use in Commerce: Sep. 1980

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
1 Infinite Loop
MS 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Fax: 408-253-0186

Correspondent e-mail: trademarkdocket@apple.com karenmarie_kitterm_an@apple.com amy.shelton@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Feb. 10, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Feb. 10, 2014	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76985
Feb. 10, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76985
Jan. 24, 2014	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	76985
Feb. 10, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76985
Jan. 24, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 24, 2014	TEAS SECTION 8 & 9 RECEIVED	
Jul. 31, 2010	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315

Jul. 31, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Jul. 12, 2010	TEAS SECTION 8 & 15 RECEIVED	
Apr. 26, 2008	COUNTERCLAIM OPP. NO. 999999	182775
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Jan. 27, 2004	REGISTERED-PRINCIPAL REGISTER	
Nov. 04, 2003	PUBLISHED FOR OPPOSITION	
Oct. 15, 2003	NOTICE OF PUBLICATION	
Sep. 04, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 29, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Aug. 05, 2003	CASE FILE IN TICRS	
Jul. 30, 2003	EMAIL RECEIVED	
Jul. 07, 2003	NON-FINAL ACTION E-MAILED	
Apr. 01, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Mar. 10, 2003	NON-FINAL ACTION E-MAILED	
Mar. 07, 2003	ASSIGNED TO EXAMINER	69940

TM Staff and Location Information

TM Staff Information - None File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Feb. 10, 2014

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [3468/0463](#)

Pages: 5

Date Recorded: Jan. 25, 2007

Supporting Documents: [assignment-tm-3468-0463.pdf](#)

Assignor

Name: [APPLE COMPUTER, INC.](#)

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

Correspondent Address: 1 INFINITE LOOP
MS: 3TM
CUPERTINO, CA 95014

Domestic Representative - Not Found

Int. Cl.: 42

Prior U.S. Cls.: 100 and 101

United States Patent and Trademark Office

Reg. No. 2,753,069

Registered Aug. 19, 2003

**SERVICE MARK
PRINCIPAL REGISTER**



APPLE COMPUTER, INC. (CALIFORNIA CORPORATION)

1 INFINITE LOOP

CUPERTINO, CA 95014

FOR: APPLICATION SERVICE PROVIDER (ASP), NAMELY, HOSTING COMPUTER SOFTWARE APPLICATIONS OF OTHERS; COMPUTER SERVICES, NAMELY, DISPLAYING THE WEB SITES AND IMAGES OF OTHERS ON A COMPUTER SERVER; COMPUTER DIAGNOSTIC SERVICES; INSTALLATION OF COMPUTER SOFTWARE; UPDATING OF COMPUTER SOFTWARE; MAINTENANCE OF COMPUTER SOFTWARE; COMPUTER HARDWARE DEVELOPMENT; INTEGRATION OF COMPUTER SYSTEMS AND NETWORKS; MONITORING THE COMPUTER SYSTEMS OF OTHERS FOR TECHNICAL PURPOSES AND PROVIDING BACK-UP COMPUTER PROGRAMS AND FACILITIES; COMPUTER CONSULTATION, DESIGN, AND TESTING SERVICES; CONSULTING SERVICES IN THE FIELD OF DESIGN, SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE AND SOFTWARE SYSTEMS FOR OTHERS; COMPUTER DATA RECOVERY; COMPUTER PROGRAMMING FOR OTHERS; RESEARCH AND DEVELOPMENT OF COMPUTER HARDWARE AND SOFTWARE; WEBSITE DESIGN, CREATION AND HOSTING SERVICES; COMPUTER SERVICES, NAMELY, DESIGNING AND IMPLEMENTING WEB SITES FOR OTHERS; COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING DATA ON A GLOBAL COMPUTER NETWORK; PROVIDING USE OF ON-LINE NON-DOWNLOADABLE SOFTWARE FOR COMMUNICATIONS VIA LOCAL OR

GLOBAL COMMUNICATIONS NETWORKS, INCLUDING THE INTERNET, INTRANETS, AND EXTRANETS; COMPUTER CONSULTATION, NAMELY, ANALYZING DATA TO DETECT, ERADICATE, AND PREVENT THE OCCURRENCE OF COMPUTER VIRUSES; COMPUTER CONSULTATION, NAMELY, SERVICES RELATING TO THE PROTECTION OF COMPUTER HARDWARE, COMPUTER SOFTWARE, COMPUTER NETWORKS AND COMPUTER SYSTEMS AGAINST COMPUTER VIRUSES, ATTACKS, OR FAILURES; COMPUTER CONSULTATION, NAMELY, SERVICES FOR OPTIMIZING THE PERFORMANCE AND FUNCTIONALITY OF COMPUTER SOFTWARE AND COMMUNICATIONS NETWORKS; TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING OF COMPUTERS, COMPUTER SOFTWARE, TELECOMMUNICATIONS, AND THE INTERNET SYSTEMS; LEASING OF COMPUTERS, COMPUTER PERIPHERALS AND COMPUTER SOFTWARE; LEASING COMPUTER FACILITIES; PROVIDING INFORMATION IN A WIDE VARIETY OF FIELDS OVER COMPUTER NETWORKS AND GLOBAL COMMUNICATION NETWORKS; COMPUTER SERVICES, NAMELY, CREATING INDEXES OF INFORMATION, WEB SITES AND OTHER INFORMATION SOURCES AVAILABLE ON COMPUTER NETWORKS; PROVIDING INFORMATION CONCERNING A WIDE RANGE OF TEXT, ELECTRONIC DOCUMENTS, DATABASES, GRAPHICS AND AUDIOVISUAL INFORMATION, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 9-0-1980; IN COMMERCE 9-0-1980.

OWNER OF U.S. REG. NOS. 1,114,431, 1,401,154
AND OTHERS.

SER. NO. 78-146,716, FILED 7-23-2002.

THE MARK CONSISTS OF THE DESIGN OF AN
APPLE WITH A BITE REMOVED.

JAMES A. RAUEN, EXAMINING ATTORNEY

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Mark:



US Serial Number: 78146716

Application Filing Date: Jul. 23, 2002

US Registration Number: 2753069

Registration Date: Aug. 19, 2003

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Mar. 08, 2014

Publication Date: May 27, 2003

Mark Information

Mark Literal Elements: None

Standard Character Claim: No

Mark Drawing Type: 2 - AN ILLUSTRATION DRAWING WITHOUT ANY WORDS(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of the design of an apple with a bite removed.

Design Search Code(s): 05.03.25 - Leaf, single; Other leaves
05.09.05 - Apples

Related Properties Information

International Registration Number: 0910391

International Application(s) /Registration(s) Based on this Property: A0005138/0910391

Claimed Ownership of US Registrations: 1114431, 1130288, 1401154 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: [Application service provider (ASP), namely, hosting computer software applications of others;]computer services, namely, displaying the [web sites and] images of others on a computer server; computer diagnostic services; installation of computer software; updating of computer software; maintenance of computer software; computer hardware development; integration of computer systems and networks; monitoring the computer systems of others for technical purposes and providing back-up computer programs and facilities; computer consultation, design, and testing services; consulting services in the field of design, selection, implementation and use of computer hardware and software systems for others; computer data recovery; computer programming for others; research and development of computer hardware and software; website design, creation [and hosting services] ; computer services, namely,

designing [and implementing] web sites for others; computer services, namely, providing search engines for obtaining data on a global computer network; providing use of on-line non-downloadable software for communications via local or global communications networks, including the Internet, intranets, and extranets; computer consultation, namely, analyzing data to detect, eradicate, and prevent the occurrence of computer viruses; computer consultation, namely, services relating to the protection of computer hardware, computer software, computer networks and computer systems against computer viruses, attacks, or failures; computer consultation, namely, services for optimizing the performance and functionality of computer software and communications networks; technical support services, namely, troubleshooting of computers, computer software, telecommunications, and the Internet systems; leasing of computers, computer peripherals and computer software; leasing computer facilities; providing information in a wide variety of fields over computer networks and global communication networks; computer services, namely, creating indexes of information, web sites and other information sources available on computer networks; providing information concerning a wide range of text, electronic documents, databases, graphics and audiovisual information

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 1980

Use in Commerce: Sep. 1980

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: APPLE INC.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
1 Infinite Loop
MS 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Fax: 408-253-0186

Correspondent e-mail: trademarkdocket@apple.com karenmarie_kitterman@apple.com an@apple.com amy.shelton@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Mar. 08, 2014	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Mar. 08, 2014	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	76533

Mar. 08, 2014	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	76533
Feb. 19, 2014	REGISTERED - COMBINED SECTION 8 (10-YR) & SEC. 9 FILED	76533
Mar. 08, 2014	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	76533
Feb. 19, 2014	TEAS SECTION 8 & 9 RECEIVED	
Feb. 18, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Mar. 04, 2010	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	64591
Mar. 03, 2010	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	64591
Feb. 18, 2010	TEAS SECTION 8 & 15 RECEIVED	
Jun. 19, 2008	CASE FILE IN TICRS	
Feb. 07, 2007	AUTOMATIC UPDATE OF ASSIGNMENT OF OWNERSHIP	
Aug. 19, 2003	REGISTERED-PRINCIPAL REGISTER	
May 27, 2003	PUBLISHED FOR OPPOSITION	
May 07, 2003	NOTICE OF PUBLICATION	
Mar. 06, 2003	APPROVED FOR PUB - PRINCIPAL REGISTER	
Feb. 27, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Feb. 10, 2003	NON-FINAL ACTION E-MAILED	
Jan. 23, 2003	CORRESPONDENCE RECEIVED IN LAW OFFICE	
Jan. 08, 2003	NON-FINAL ACTION MAILED	
Dec. 20, 2002	ASSIGNED TO EXAMINER	69811
Dec. 10, 2002	ASSIGNED TO EXAMINER	69222
Aug. 16, 2002	TEAS VOLUNTARY AMENDMENT RECEIVED	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Mar. 08, 2014

Assignment Abstract Of Title Information

Summary

Total Assignments: 1

Registrant: Apple Computer, Inc.

Assignment 1 of 1

Conveyance: CHANGE OF NAME

Reel/Frame: [3468/0526](#)

Pages: 5

Date Recorded: Jan. 25, 2007

Supporting Documents: [assignment-tm-3468-0526.pdf](#)

Assignor

Name: [APPLE COMPUTER, INC.](#)

Execution Date: Jan. 09, 2007

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Assignee

Name: [APPLE INC.](#)

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Address: 1 INFINITE LOOP
CUPERTINO, CALIFORNIA 95014

Correspondent

Correspondent Name: THOMAS R. LA PERLE

Correspondent Address: 1 INFINITE LOOP
MS: 3TM
CUPERTINO, CA 95014

Domestic Representative - Not Found

Generated on: This page was generated by TSDR on 2020-02-24 19:38:44 EST

Mark: TODAY AT APPLE

TODAY AT APPLE

US Serial Number: 87607137

Application Filing Date: Sep. 13, 2017

US Registration Number: 5448031

Registration Date: Apr. 17, 2018

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Apr. 17, 2018

Publication Date: Jan. 30, 2018

Mark Information

Mark Literal Elements: TODAY AT APPLE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 1404654

International Application(s) /Registration(s) Based on this Property: A0069995/1404654

Claimed Ownership of US Registrations: 2808567, 3710912, 3717431

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Consulting services in the selection and use of computers, computer software, handheld and wearable digital electronic devices, audio products, home automation products, and other computer, electronic, and entertainment products

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 21, 2017

Use in Commerce: May 21, 2017

Basis Information (Case Level)

Filed Use: Yes

Filed ITU: No

Filed 44D: No

Filed 44E: No

Filed 66A: No

Filed No Basis: No

Currently Use: Yes

Currently ITU: No

Currently 44E: No

Currently 66A: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary trademarkdocket@apple.com
Email Address:

Attorney Email Yes
Authorized:

Correspondent

Correspondent THOMAS R. LA PERLE
Name/Address: APPLE INC.
1 INFINITE LOOP
MS: 169-3IPL
CUPERTINO, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e- trademarkdocket@apple.com laperle@apple.com
mail:

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 17, 2018	REGISTERED-PRINCIPAL REGISTER	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 30, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 30, 2018	PUBLISHED FOR OPPOSITION	
Jan. 10, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 19, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 14, 2017	ASSIGNED TO EXAMINER	83280
Sep. 19, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 16, 2017	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 17, 2018

Proceedings

Summary

Number of 1
Proceedings:

Type of Proceeding: Opposition

Proceeding Number: [91249503](#)

Filing Date: Jul 15, 2019

Status: Terminated

Status Date: Oct 17, 2019

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: TeakOrigin Inc.

Correspondent Address: JESSICA S PARISE
GOODWIN PROCTER LLP
620 EIGHTH AVENUE, THE NEW YORK TIMES BUILDING
NEW YORK NY UNITED STATES , 10018

Correspondent e-mail: TMadmin@goodwinlaw.com , JParise@goodwinlaw.com , SAlliRampersad@goodwinlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	88090562	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@kilpatricktownsend.com , SManes@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78943482	3298028
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	76426501	2715578
WATCH	Registered	86390818	5161497
APPLE WATCH	Registered	86389914	5161494
WATCH SPORT	Registered	86512828	4956950
MADE FOR APPLE WATCH	Registered	86984141	5607476
WATCH EDITION	Registered	86512737	5638181
WATCH	Registered	86390778	5628056
APPLE WATCH	Registered	86390028	5628055
APPLE	Cancellation Pending	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE NEWS	Registered	86819744	5341294
APPLE NEWS	Registered	86819678	5346816
MUSIC	Registered	86662532	5251657
MUSIC	Registered	86663005	5330145
APPLE MUSIC	Registered	86658508	5330141
TV	REGISTERED AND RENEWED	77154348	3359157
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78146716	2753069
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
WORKS WITH APPLE HOMEKIT	Registered	87536751	5380650
WORKS WITH APPLE HOMEKIT	Registered	86760493	5223891
	REGISTERED AND RENEWED	78155188	2926853

TODAY AT APPLE	Registered	87607137	5448031
TV	Registered	87069662	5612350
WORKS WITH APPLE CARPLAY	Registered	86514929	4969782
APPLE CARPLAY	Registered	86364433	5453800
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2019	Aug 24, 2019
3	INSTITUTED	Jul 15, 2019	
4	NOTICE OF DEFAULT	Sep 03, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 17, 2019	
6	TERMINATED	Oct 17, 2019	

United States of America

United States Patent and Trademark Office

TODAY AT APPLE

Reg. No. 5,448,031

Registered Apr. 17, 2018

Int. Cl.: 42

Service Mark

Principal Register

Apple Inc. (CALIFORNIA CORPORATION)
One Apple Park Way
Cupertino, CALIFORNIA 95014

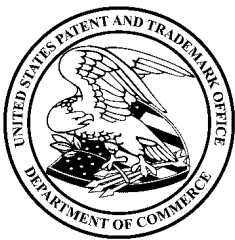
CLASS 42: Consulting services in the selection and use of computers, computer software, handheld and wearable digital electronic devices, audio products, home automation products, and other computer, electronic, and entertainment products

FIRST USE 5-21-2017; IN COMMERCE 5-21-2017

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

OWNER OF U.S. REG. NO. 2808567, 3717431, 3710912

SER. NO. 87-607,137, FILED 09-13-2017



Andrei Iancu

Director of the United States
Patent and Trademark Office

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Mark: TODAY AT APPLE

TODAY AT APPLE

US Serial Number: 87607137

Application Filing Date: Sep. 13, 2017

US Registration Number: 5448031

Registration Date: Apr. 17, 2018

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Apr. 17, 2018

Publication Date: Jan. 30, 2018

Mark Information

Mark Literal Elements: TODAY AT APPLE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 1404654

International Application(s) / Registration(s) Based on this Property: A0069995/1404654

Claimed Ownership of US Registrations: 2808567, 3710912, 3717431

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Consulting services in the selection and use of computers, computer software, handheld and wearable digital electronic devices, audio products, home automation products, and other computer, electronic, and entertainment products

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 21, 2017

Use in Commerce: May 21, 2017

Basis Information (Case Level)

Filed Use: Yes

Filed ITU: No

Filed 44D: No

Filed 44E: No

Filed 66A: No

Filed No Basis: No

Currently Use: Yes

Currently ITU: No

Currently 44E: No

Currently 66A: No

Currently No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary
Email Address: trademarkdocket@apple.com

Attorney Email Yes
Authorized:

Correspondent

Correspondent
Name/Address: THOMAS R. LA PERLE
APPLE INC.
1 INFINITE LOOP
MS: 169-3IPL
CUPERTINO, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e-
mail: trademarkdocket@apple.com laperle@apple.com

Correspondent e- Yes
mail Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Apr. 17, 2018	REGISTERED-PRINCIPAL REGISTER	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 30, 2018	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jan. 30, 2018	PUBLISHED FOR OPPOSITION	
Jan. 10, 2018	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Dec. 19, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Dec. 14, 2017	ASSIGNED TO EXAMINER	83280
Sep. 19, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Sep. 16, 2017	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Apr. 17, 2018

Proceedings

Summary

Number of 1
Proceedings:

Type of Proceeding: Opposition

Proceeding Number: [91249503](#)

Filing Date: Jul 15, 2019

Status: Terminated

Status Date: Oct 17, 2019

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: TeakOrigin Inc.

Correspondent Address: JESSICA S PARISE
GOODWIN PROCTER LLP
620 EIGHTH AVENUE, THE NEW YORK TIMES BUILDING
NEW YORK NY UNITED STATES , 10018

Correspondent e-mail: TMadmin@goodwinlaw.com , JParise@goodwinlaw.com , SAlliRampersad@goodwinlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	88090562	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@kilpatricktownsend.com , SManes@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78943482	3298028
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	76426501	2715578
WATCH	Registered	86390818	5161497
APPLE WATCH	Registered	86389914	5161494
WATCH SPORT	Registered	86512828	4956950
MADE FOR APPLE WATCH	Registered	86984141	5607476
WATCH EDITION	Registered	86512737	5638181
WATCH	Registered	86390778	5628056
APPLE WATCH	Registered	86390028	5628055
APPLE	Cancellation Pending	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE NEWS	Registered	86819744	5341294
APPLE NEWS	Registered	86819678	5346816
MUSIC	Registered	86662532	5251657
MUSIC	Registered	86663005	5330145
APPLE MUSIC	Registered	86658508	5330141
TV	REGISTERED AND RENEWED	77154348	3359157
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78146716	2753069
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
WORKS WITH APPLE HOMEKIT	Registered	87536751	5380650
WORKS WITH APPLE HOMEKIT	Registered	86760493	5223891
	REGISTERED AND RENEWED	78155188	2926853

TODAY AT APPLE	Registered	87607137	5448031
TV	Registered	87069662	5612350
WORKS WITH APPLE CARPLAY	Registered	86514929	4969782
APPLE CARPLAY	Registered	86364433	5453800
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2019	Aug 24, 2019
3	INSTITUTED	Jul 15, 2019	
4	NOTICE OF DEFAULT	Sep 03, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 17, 2019	
6	TERMINATED	Oct 17, 2019	

United States of America

United States Patent and Trademark Office

APPLE STORE

Reg. No. 3,710,912 APPLE INC. (CALIFORNIA CORPORATION)
Registered Nov. 17, 2009 1 INFINITE LOOP
CUPERTINO, CA 95014

Int. Cls.: 37, 38, 41 and 42 FOR: MAINTENANCE, INSTALLATION AND REPAIR OF COMPUTER HARDWARE, COMPUTER PERIPHERALS AND CONSUMER ELECTRONIC DEVICES, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

SERVICE MARK FIRST USE 5-19-2001; IN COMMERCE 5-19-2001.
PRINCIPAL REGISTER

FOR: TECHNICAL CONSULTING IN THE FIELD OF CONSUMER ELECTRONICS, NAMELY, TELEPHONES, CELLULAR TELEPHONES AND WIRELESS TELECOMMUNICATIONS DEVICES; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF CONSUMER ELECTRONIC SYSTEMS FOR OTHERS, NAMELY, TELECOMMUNICATIONS SYSTEMS FEATURING TELEPHONES, CELLULAR TELEPHONES AND WIRELESS TELECOMMUNICATIONS DEVICES, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 6-29-2007; IN COMMERCE 6-29-2007.

FOR: EDUCATION AND TRAINING SERVICES, NAMELY, CONDUCTING CLASSES, WORKSHOPS, AND SEMINARS IN THE FIELD OF COMPUTERS, COMPUTER SOFTWARE, ONLINE SERVICES, INFORMATION TECHNOLOGY, INTERNET WEBSITE DESIGN, MUSIC, PHOTOGRAPHY AND VIDEO PRODUCTS AND CONSUMER ELECTRONICS; ARRANGING PROFESSIONAL WORKSHOP AND TRAINING COURSES; COMPUTER EDUCATION TRAINING SERVICES; TRAINING IN THE USE AND OPERATION OF COMPUTERS, COMPUTER SOFTWARE AND CONSUMER ELECTRONICS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING A FACILITY FOR LIVE CONCERTS AND SPECIAL EVENTS IN THE NATURE OF LIVE MUSICAL PERFORMANCES; TECHNICAL CONSULTING IN THE FIELD OF CONSUMER ELECTRONICS, NAMELY, AUDIO, AUDIOVISUAL AND HOME AND PORTABLE ENTERTAINMENT SYSTEMS AND DEVICES; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE, COMPUTER SOFTWARE AND CONSUMER ELECTRONIC SYSTEMS FOR OTHERS, NAMELY, AUDIO, AUDIOVISUAL AND HOME AND PORTABLE ENTERTAINMENT SYSTEMS AND DEVICES, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

FIRST USE 5-19-2001; IN COMMERCE 5-19-2001.

FOR: TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING COMPUTER HARDWARE, COMPUTER PERIPHERAL, COMPUTER SOFTWARE AND CONSUMER ELECTRONIC DEVICES; INSTALLATION, UPDATING, MAINTENANCE AND REPAIR OF COMPUTER SOFTWARE; TECHNICAL CONSULTING IN THE FIELD OF COMPUTERS AND COMPUTER-BASED CONSUMER ELECTRONICS; COMPUTER AND CONSUMER



David J. Kappas

Director of the United States Patent and Trademark Office

Reg. No. 3,710,912 ELECTRONIC DIAGNOSTIC SERVICES; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE, COMPUTER SOFTWARE AND COMPUTER-BASED CONSUMER ELECTRONIC SYSTEMS FOR OTHERS; COMPUTER DATA RECOVERY; CONSULTING SERVICES IN THE FIELD OF SELECTION, IMPLEMENTATION AND USE OF COMPUTER HARDWARE AND COMPUTER SOFTWARE FOR THE OPERATION OF CONSUMER ELECTRONIC SYSTEMS FOR OTHERS IN THE NATURE OF AUDIO, AUDIOVISUAL AND HOME AND PORTABLE ENTERTAINMENT SYSTEMS AND DEVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).

FIRST USE 5-19-2001; IN COMMERCE 5-19-2001.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,078,312, 3,317,089 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STORE", APART FROM THE MARK AS SHOWN.

SER. NO. 77-388,365, FILED 2-4-2008.

MARILYN IZZI, EXAMINING ATTORNEY

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Mark: APPLE STORE

APPLE STORE

US Serial Number: 77388365

Application Filing Date: Feb. 04, 2008

US Registration Number: 3710912

Registration Date: Nov. 17, 2009

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: A Sections 8 and 15 combined declaration has been accepted and acknowledged.

Status Date: Jan. 23, 2016

Publication Date: Sep. 01, 2009

Mark Information

Mark Literal Elements: APPLE STORE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "STORE"

Related Properties Information

International Registration Number: 0973841

International Application(s) /Registration(s) Based on this Property: A0011683/0973841

Claimed Ownership of US Registrations: 1078312, 2683410, 3317089 and others

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Maintenance, installation and repair of computer hardware, computer peripherals and consumer electronic devices

International Class(es): 037 - Primary Class

U.S Class(es): 100, 103, 106

Class Status: ACTIVE

Basis: 1(a)

First Use: May 19, 2001

Use in Commerce: May 19, 2001

For: Technical consulting in the field of consumer electronics, namely, telephones, cellular telephones and wireless telecommunications

devices; consulting services in the field of selection, implementation and use of consumer electronic systems for others, namely, telecommunications systems featuring telephones, cellular telephones and wireless telecommunications devices

International Class(es): 038 - Primary Class

U.S Class(es): 100, 101, 104

Class Status: ACTIVE

Basis: 1(a)

First Use: Jun. 29, 2007

Use in Commerce: Jun. 29, 2007

For: Education and training services, namely, conducting classes, workshops, and seminars in the field of computers, computer software, online services, information technology, internet website design, music, photography and video products and consumer electronics; arranging professional workshop and training courses; computer education training services; training in the use and operation of computers, computer software and consumer electronics; entertainment services, namely, providing a facility for live concerts and special events in the nature of live musical performances; technical consulting in the field of consumer electronics, namely, audio, audiovisual and home and portable entertainment systems and devices; consulting services in the field of selection, implementation and use of computer hardware, computer software and consumer electronic systems for others, namely, audio, audiovisual and home and portable entertainment systems and devices

International Class(es): 041 - Primary Class

U.S Class(es): 100, 101, 107

Class Status: ACTIVE

Basis: 1(a)

First Use: May 19, 2001

Use in Commerce: May 19, 2001

For: Technical support services, namely, troubleshooting computer hardware, computer peripheral, computer software and consumer electronic devices; installation, updating, maintenance and repair of computer software; technical consulting in the field of computers and computer-based consumer electronics; computer and consumer electronic diagnostic services; consulting services in the field of selection, implementation and use of computer hardware, computer software and computer-based consumer electronic systems for others; computer data recovery; consulting services in the field of selection, implementation and use of computer hardware and computer software for the operation of consumer electronic systems for others in the nature of audio, audiovisual and home and portable entertainment systems and devices

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: May 19, 2001

Use in Commerce: May 19, 2001

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
One Apple Park Way

MS: 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Phone: 408-974-2385

Correspondent e-mail: trademarkdocket@apple.com laperle@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Nov. 17, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Sep. 06, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Sep. 06, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Oct. 05, 2016	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Oct. 05, 2016	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 23, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 23, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	77315
Jan. 23, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77315
Nov. 17, 2015	TEAS SECTION 8 & 15 RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 17, 2009	REGISTERED-PRINCIPAL REGISTER	
Sep. 01, 2009	PUBLISHED FOR OPPOSITION	
Aug. 12, 2009	NOTICE OF PUBLICATION	
Jul. 29, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	78288
Jul. 28, 2009	ASSIGNED TO LIE	78288
Jul. 24, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Jul. 24, 2009	EXAMINERS AMENDMENT MAILED	
Jul. 24, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 24, 2009	EXAMINERS AMENDMENT -WRITTEN	82420
Jul. 23, 2009	EXAMINERS AMENDMENT MAILED	
Jul. 23, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Jul. 23, 2009	EXAMINERS AMENDMENT -WRITTEN	82420
Jul. 22, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 21, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 21, 2009	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Jul. 13, 2009	FINAL REFUSAL MAILED	
Jul. 11, 2009	FINAL REFUSAL WRITTEN	82420
Jun. 24, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jun. 23, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jun. 23, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Jan. 28, 2009	NON-FINAL ACTION MAILED	
Jan. 28, 2009	NON-FINAL ACTION WRITTEN	82420
Jan. 15, 2009	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Dec. 29, 2008	WITHDRAWN FROM PUB - OG REVIEW QUERY	61844
Dec. 15, 2008	LAW OFFICE PUBLICATION REVIEW COMPLETED	78145
Dec. 15, 2008	ASSIGNED TO LIE	78145
Dec. 08, 2008	APPROVED FOR PUB - PRINCIPAL REGISTER	
Nov. 17, 2008	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Nov. 16, 2008	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Nov. 16, 2008	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
May 23, 2008	NON-FINAL ACTION MAILED	

May 22, 2008	NON-FINAL ACTION WRITTEN	82420
May 12, 2008	ASSIGNED TO EXAMINER	82420
Feb. 07, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: TMO LAW OFFICE 112

Date in Location: Jan. 23, 2016

United States of America

United States Patent and Trademark Office

APPLECARE

Reg. No. 3,717,431 APPLE INC. (CALIFORNIA CORPORATION)
Registered Dec. 1, 2009 1 INFINITE LOOP
CUPERTINO, CA 95014

Int. Cl.: 42 FOR: TECHNICAL SUPPORT SERVICES, NAMELY, TROUBLESHOOTING OF PROBLEMS RELATING TO COMPUTER HARDWARE, COMPUTER PERIPHERALS, CONSUMER ELECTRONIC DEVICES AND COMPUTER SOFTWARE; PROVIDING TECHNICAL SUPPORT AND TROUBLESHOOTING INFORMATION VIA THE INTERNET, VOICE TELECOMMUNICATIONS NETWORKS AND ON-SITE FOR FIXING PROBLEMS RELATING TO COMPUTER HARDWARE, COMPUTER PERIPHERALS, COMPUTER SOFTWARE AND CONSUMER ELECTRONIC DEVICES; COMPUTER CONSULTATION, NAMELY, SERVICES FOR OPTIMIZING THE PERFORMANCE AND FUNCTIONALITY OF COMPUTER HARDWARE, COMPUTER PERIPHERALS, CONSUMER ELECTRONIC DEVICES, COMPUTER SOFTWARE AND COMPUTER NETWORKS, IN CLASS 42 (U.S. CLS. 100 AND 101).

SERVICE MARK
PRINCIPAL REGISTER

FIRST USE 10-25-1982; IN COMMERCE 10-25-1982.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NO. 1,282,790.

SER. NO. 77-499,847, FILED 6-16-2008.

JOHN DWYER, EXAMINING ATTORNEY



David J. Kypos

Director of the United States Patent and Trademark Office

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Mark: APPLECARE

APPLECARE

US Serial Number: 77499847

Application Filing Date: Jun. 16, 2008

US Registration Number: 3717431

Registration Date: Dec. 01, 2009

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: The registration has been renewed.

Status Date: Jan. 15, 2020

Publication Date: Sep. 15, 2009

Mark Information

Mark Literal Elements: APPLECARE

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Related Properties Information

International Registration Number: 1093113

International Application(s) / Registration(s) Based on this Property: A0026290/1093113

Claimed Ownership of US Registrations: 1282790

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis (()) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Technical support services, namely, troubleshooting of problems relating to computer hardware, computer peripherals, consumer electronic devices and computer software; providing technical support and troubleshooting information via the Internet, voice telecommunications networks and on-site for fixing problems relating to computer hardware, computer peripherals, computer software and consumer electronic devices; computer consultation, namely, services for optimizing the performance and functionality of computer hardware, computer peripherals, consumer electronic devices, computer software and computer networks

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Oct. 25, 1982

Use in Commerce: Oct. 25, 1982

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: No

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Authorized: Yes

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
One Apple Park Way
MS: 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Correspondent e-mail: trademarkdocket@apple.com laperle@apple.com

Correspondent e-mail Authorized: Yes

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Jan. 15, 2020	NOTICE OF ACCEPTANCE OF SEC. 8 & 9 - E-MAILED	
Jan. 15, 2020	REGISTERED AND RENEWED (FIRST RENEWAL - 10 YRS)	77074
Jan. 15, 2020	REGISTERED - SEC. 8 (10-YR) ACCEPTED/SEC. 9 GRANTED	77074
Jan. 15, 2020	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 15, 2020	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 15, 2020	TEAS RESPONSE TO OFFICE ACTION-POST REG RECEIVED	
Jan. 10, 2020	POST REGISTRATION ACTION MAILED - SEC. 8 & 9	77074
Jan. 10, 2020	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	77074
Nov. 21, 2019	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Nov. 21, 2019	TEAS SECTION 8 & 9 RECEIVED	
Jan. 02, 2019	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Jan. 02, 2019	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Dec. 01, 2018	COURTESY REMINDER - SEC. 8 (10-YR)/SEC. 9 E-MAILED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Jan. 23, 2016	NOTICE OF ACCEPTANCE OF SEC. 8 & 15 - E-MAILED	
Jan. 23, 2016	REGISTERED - SEC. 8 (6-YR) ACCEPTED & SEC. 15 ACK.	70132
Jan. 23, 2016	CASE ASSIGNED TO POST REGISTRATION PARALEGAL	70132

Nov. 17, 2015	TEAS SECTION 8 & 15 RECEIVED	
Nov. 17, 2015	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Dec. 01, 2009	REGISTERED-PRINCIPAL REGISTER	
Sep. 15, 2009	PUBLISHED FOR OPPOSITION	
Aug. 26, 2009	NOTICE OF PUBLICATION	
Aug. 13, 2009	LAW OFFICE PUBLICATION REVIEW COMPLETED	77075
Aug. 13, 2009	ASSIGNED TO LIE	77075
Aug. 06, 2009	EXAMINERS AMENDMENT MAILED	
Aug. 05, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 05, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Aug. 05, 2009	EXAMINERS AMENDMENT -WRITTEN	76081
Aug. 05, 2009	PREVIOUS ALLOWANCE COUNT WITHDRAWN	
Aug. 05, 2009	EXAMINERS AMENDMENT MAILED	
Aug. 04, 2009	APPROVED FOR PUB - PRINCIPAL REGISTER	
Aug. 04, 2009	EXAMINER'S AMENDMENT ENTERED	88888
Aug. 04, 2009	EXAMINERS AMENDMENT -WRITTEN	76081
Jul. 22, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jul. 22, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jul. 22, 2009	TEAS REQUEST FOR RECONSIDERATION RECEIVED	
Feb. 11, 2009	FINAL REFUSAL MAILED	
Feb. 11, 2009	FINAL REFUSAL WRITTEN	76081
Jan. 21, 2009	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Jan. 20, 2009	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Jan. 20, 2009	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Sep. 24, 2008	NON-FINAL ACTION MAILED	
Sep. 24, 2008	NON-FINAL ACTION WRITTEN	76081
Sep. 17, 2008	ASSIGNED TO EXAMINER	76081
Jun. 20, 2008	NOTICE OF PSEUDO MARK MAILED	
Jun. 19, 2008	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: GENERIC WEB UPDATE

Date in Location: Jan. 15, 2020

Proceedings

Summary

Number of 11
Proceedings:

Type of Proceeding: Cancellation

Proceeding [92071889](#)
Number:

Filing Date: Jul 30, 2019

Status: Terminated

Status Date: Dec 13, 2019

Interlocutory WENDY COHEN
Attorney:

Defendant

Name: Chang Huowen

Correspondent CHANG HUOWEN

Address: 1501 UNIT C BLOCK 1, BINHAIZHICHUANG GARDEN NANSHAN DISTRICT
SHENZHEN GUANGDONG CHINA

Correspondent e-mail: daisywzmark@gmail.com , sll654143776@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APLEOK	Cancelled - Section 18	86866439	5017894

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@kilpatricktownsend.com , JGonder@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	73120444	1078312
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78156887	3070036
	REGISTERED AND RENEWED	78408365	3084491
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
	Section 8 and 15 - Accepted and Acknowledged	77356362	3818856
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Cancellation Pending	77428980	4088195
	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	78943482	3298028
APPLE	REGISTERED AND RENEWED	74527910	1895326
APPLE STORE	REGISTERED AND RENEWED	76400649	2683410
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLE EARPODS	Registered	85728401	4891106
APPLE LIGHTNING	Section 8 and 15 - Accepted and Acknowledged	85726560	4359316
APPLE MAGIC KEYBOARD	Registered	86786857	4955954
IPHONE	REGISTERED AND RENEWED	77976400	3746840
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLECARE	REGISTERED AND RENEWED	77499829	3634113
APPLECARE	REGISTERED AND RENEWED	77499807	3894316
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 30, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 01, 2019	Sep 10, 2019
3	INSTITUTED	Aug 01, 2019	
4	NOTICE OF DEFAULT	Sep 20, 2019	
5	BD DECISION: CAN GRANTED	Oct 30, 2019	
6	COMMR ORDER CANCELLING REG	Dec 13, 2019	
7	TERMINATED	Dec 13, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91249503](#)

Filing Date: Jul 15, 2019

Status: Terminated

Status Date: Oct 17, 2019

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant**Name:** TeakOrigin Inc.**Correspondent Address:** JESSICA S PARISE
GOODWIN PROCTER LLP
620 EIGHTH AVENUE, THE NEW YORK TIMES BUILDING
NEW YORK NY UNITED STATES , 10018**Correspondent e-mail:** TMadmin@goodwinlaw.com , JParise@goodwinlaw.com , SAlliRampersad@goodwinlaw.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	88090562	

Plaintiff(s)**Name:** Apple Inc.**Correspondent Address:** JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025**Correspondent e-mail:** jpetersen@kilpatricktownsend.com , SManes@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com**Associated marks**

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78943482	3298028
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	76426501	2715578
WATCH	Registered	86390818	5161497
APPLE WATCH	Registered	86389914	5161494
WATCH SPORT	Registered	86512828	4956950
MADE FOR APPLE WATCH	Registered	86984141	5607476
WATCH EDITION	Registered	86512737	5638181
WATCH	Registered	86390778	5628056
APPLE WATCH	Registered	86390028	5628055
APPLE	Cancellation Pending	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE NEWS	Registered	86819744	5341294
APPLE NEWS	Registered	86819678	5346816
MUSIC	Registered	86662532	5251657
MUSIC	Registered	86663005	5330145
APPLE MUSIC	Registered	86658508	5330141
TV	REGISTERED AND RENEWED	77154348	3359157
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78146716	2753069
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
WORKS WITH APPLE HOMEKIT	Registered	87536751	5380650
WORKS WITH APPLE HOMEKIT	Registered	86760493	5223891
	REGISTERED AND RENEWED	78155188	2926853
TODAY AT APPLE	Registered	87607137	5448031
TV	Registered	87069662	5612350
WORKS WITH APPLE CARPLAY	Registered	86514929	4969782
APPLE CARPLAY	Registered	86364433	5453800
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798

THE APPLE STORE

REGISTERED AND RENEWED

[75857191](#)[2424976](#)**Prosecution History**

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2019	Aug 24, 2019
3	INSTITUTED	Jul 15, 2019	
4	NOTICE OF DEFAULT	Sep 03, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 17, 2019	
6	TERMINATED	Oct 17, 2019	

Type of Proceeding: Opposition**Proceeding Number:** [91247487](#)**Filing Date:** Apr 08, 2019**Status:** Pending**Status Date:** Apr 10, 2019**Interlocutory Attorney:** WENDY COHEN**Defendant****Name:** NOVASEP PROCESS

Correspondent Address: MONTE L FALCOFF
HARNESS DICKEY & PIERCE PLC
5445 CORPORATE DRIVE SUITE 200
TROY MI UNITED STATES , 48098

Correspondent e-mail: troy@mailroom@hdp.com , jsachs@hdp.com , hrowe@hdp.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLEXION	Opposition Pending	79228742	

Plaintiff(s)**Name:** Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: JPetersen@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com , PRosenberg@kilpatricktownsend.com , wnsend.com , SManes@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78408365	3084491
APPLE CONFIGURATOR	Section 8 and 15 - Accepted and Acknowledged	85563555	4214003
TV	REGISTERED AND RENEWED	77154348	3359157
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78146716	2753069
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
WORKS WITH APPLE HOMEKIT	Registered	87536751	5380650
WORKS WITH APPLE HOMEKIT	Registered	86760493	5223891

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 08, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 10, 2019	May 20, 2019
3	INSTITUTED	Apr 10, 2019	

4	D MOT FOR EXT W/ CONSENT	May 15, 2019
5	EXTENSION OF TIME GRANTED	May 15, 2019
6	D MOT FOR EXT W/ CONSENT	Jul 11, 2019
7	EXTENSION OF TIME GRANTED	Jul 11, 2019
8	D MOT FOR EXT W/ CONSENT	Oct 10, 2019
9	EXTENSION OF TIME GRANTED	Oct 10, 2019
10	D MOT FOR EXT W/ CONSENT	Dec 10, 2019
11	EXTENSION OF TIME GRANTED	Dec 10, 2019
12	D MOT FOR EXT W/ CONSENT	Feb 05, 2020
13	EXTENSION OF TIME GRANTED	Feb 05, 2020

Type of Proceeding: Opposition

Proceeding Number: [91237376](#)

Filing Date: Oct 23, 2017

Status: Terminated

Status Date: Jun 05, 2019

Interlocutory Attorney: SHANNA K SANDERS

Defendant

Name: Applexus Technologies

Correspondent Address: REBECCA S ASHBAUGH
ASHBAUGH BEAL LLP
701 5TH AVENUE, SUITE 4400
SEATTLE WA UNITED STATES , 98104

Correspondent e-mail: bashbaugh@ashbaughbeal.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLEXUS	Abandoned - After Inter-Partes Decision	86634699	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 30309-4528

Correspondent e-mail: jpetersen@ktslaw.com , aroach@ktslaw.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	Cancellation Pending	77428980	4088195
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76432531	2690881
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78146716	2753069
	REGISTERED AND RENEWED	78157042	2870477
	REGISTERED AND RENEWED	78155188	2926853
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLECARE	REGISTERED AND RENEWED	77499829	3634113
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLE STORE	REGISTERED AND RENEWED	76400649	2683410

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 23, 2017	

2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 23, 2017	Dec 02, 2017
3	PENDING, INSTITUTED	Oct 23, 2017	
4	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Nov 29, 2017	
5	SUSPENDED	Nov 29, 2017	
6	P MOT FOR EXT W/ CONSENT	Jan 26, 2018	
7	EXTENSION OF TIME GRANTED	Jan 26, 2018	
8	P MOT FOR EXT W/ CONSENT	May 01, 2018	
9	EXTENSION OF TIME GRANTED	May 01, 2018	
10	P MOT FOR EXT W/ CONSENT	Jun 27, 2018	
11	EXTENSION OF TIME GRANTED	Jun 27, 2018	
12	P MOT FOR EXT W/ CONSENT	Aug 24, 2018	
13	EXTENSION OF TIME GRANTED	Aug 24, 2018	
14	P MOT FOR EXT W/ CONSENT	Sep 25, 2018	
15	EXTENSION OF TIME GRANTED	Sep 25, 2018	
16	P MOT FOR EXT W/ CONSENT	Nov 20, 2018	
17	EXTENSION OF TIME GRANTED	Nov 26, 2018	
18	P MOT FOR EXT W/ CONSENT	Jan 22, 2019	
19	EXTENSION OF TIME GRANTED	Jan 24, 2019	
20	ANSWER	Feb 25, 2019	
21	P MOT TO SUSP W/ CONSENT PEND SETTLE NEGOTIATIONS	Mar 21, 2019	
22	SUSPENDED	Mar 21, 2019	
23	W/DRAW OF APPLICATION	Jun 03, 2019	
24	BD DECISION: OPP SUSTAINED	Jun 05, 2019	
25	TERMINATED	Jun 05, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91237312](#)

Filing Date: Oct 18, 2017

Status: Terminated

Status Date: Feb 02, 2018

Interlocutory Attorney: CHRISTEN M ENGLISH

Defendant

Name: William Padula

Correspondent Address: WILLIAM PADULA
643 LINCOLN ST
BALDWIN NY UNITED STATES , 11510

Correspondent e-mail: kure@ikure.net

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	87326020	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@ktslaw.com , agarcia@ktslaw.com , tmadmin@ktslaw.com , JGonder@kilpatricktownsend.com , RPotter@kilpatricktownsend.com , ARoach@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78408365	3084491
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056

	REGISTERED AND RENEWED	76432531	2690881
	REGISTERED AND RENEWED	78146716	2753069
IPHONE	REGISTERED AND RENEWED	77976400	3746840
TV	REGISTERED AND RENEWED	77154348	3359157
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLECARE	REGISTERED AND RENEWED	73425447	1282790
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	REGISTERED AND RENEWED	77499829	3634113
APPLECARE	REGISTERED AND RENEWED	77499847	3717431

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 18, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 18, 2017	Nov 27, 2017
3	PENDING, INSTITUTED	Oct 18, 2017	
4	NOTICE OF DEFAULT	Dec 07, 2017	
5	BD DECISION: SUSTAINED	Feb 02, 2018	
6	TERMINATED	Feb 02, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91237052](#)

Filing Date: Oct 04, 2017

Status: Terminated

Status Date: Jan 09, 2018

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Yang Fang

Correspondent IVY XU

Address: 401 NORTH TRYON ST #1132
CHARLOTTE NC UNITED STATES , 28202

Correspondent e-mail: jetstile168@outlook.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APLEYE	Abandoned - After Inter-Partes Decision	87289740	

Plaintiff(s)

Name: Apple Inc.

Correspondent JOSEPH PETERSEN

Address: KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@kilpatricktownsend.com , aroach@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	74660120	2079765
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056

	REGISTERED AND RENEWED	78408365	3084491
	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	76432531	2690881
	REGISTERED AND RENEWED	78157042	2870477
	REGISTERED AND RENEWED	78146716	2753069
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE LIGHTNING	Section 8 and 15 - Accepted and Acknowledged	85726560	4359316
APPLE LIGHTNING	Section 8 and 15 - Accepted and Acknowledged	85726560	4359316
TV	REGISTERED AND RENEWED	77154348	3359157
IPHONE	REGISTERED AND RENEWED	77976400	3746840
WATCH SPORT	Registered	86512828	4956950
WORKS WITH APPLE CARPLAY	Registered	86514929	4969782
WORKS WITH APPLE HOMEKIT	Registered	86760493	5223891
APPLECARE	REGISTERED AND RENEWED	73425447	1282790
APPLECARE	REGISTERED AND RENEWED	77499829	3634113
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLE STORE	REGISTERED AND RENEWED	76400649	2683410
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLE EARPODS	Registered	85728401	4891106

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Oct 04, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Oct 04, 2017	Nov 13, 2017
3	PENDING, INSTITUTED	Oct 04, 2017	
4	NOTICE OF OPPOSITION	Oct 04, 2017	
5	NOTICE OF DEFAULT	Nov 27, 2017	
6	BD DECISION: SUSTAINED	Jan 09, 2018	
7	TERMINATED	Jan 09, 2018	

Type of Proceeding: Cancellation

Proceeding Number: [92066912](#)

Filing Date: Sep 15, 2017

Status: Terminated

Status Date: Jul 09, 2018

Interlocutory Attorney: CHRISTEN M ENGLISH

Defendant

Name: Appletree CI Group SA

Correspondent Address: APPLETREE CI GROUP SA
RUDOLF DIESEL STRASSE 3
WINTERTHUR SWITZERLAND , CH-8404

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLETREE	CANCELLED - SECTION 71	79105416	4208384

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@ktslaw.com , aroach@kilpatricktownsend.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312

APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78146716	2753069

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 15, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 21, 2017	Oct 31, 2017
3	PENDING, INSTITUTED	Sep 21, 2017	
4	STIP TO SUSP PEND SETTL NEGOTIATIONS	Oct 27, 2017	
5	SUSPENDED	Oct 27, 2017	
6	STIP TO SUSP PEND SETTL NEGOTIATIONS	Jan 26, 2018	
7	SUSPENDED	Jan 26, 2018	
8	STIP TO SUSP PEND SETTL NEGOTIATIONS	Mar 28, 2018	
9	SUSPENDED	Mar 28, 2018	
10	MOT TO AMEND REGISTRATION (FEE)	May 16, 2018	
11	RESPONSE DUE	May 29, 2018	
12	BD DECISION: DISMISSED W/O PREJ	Jun 14, 2018	
13	COMMR ORDER CANCELLING REG IN PART	Jun 18, 2018	
14	TERMINATED	Jul 09, 2018	

Type of Proceeding: Opposition

Proceeding Number:	91229082	Filing Date:	Jul 20, 2016
Status:	Terminated	Status Date:	Jul 10, 2019
Interlocutory Attorney:	WINSTON T FOLMAR		

Defendant

Name:	Pear Technologies Limited
Correspondent Address:	THEODORE R REMAKLUS WOOD HERRON & EVANS LLP 2700 CAREW TOWER, 441 VINE STREET CINCINNATI OH UNITED STATES , 45202-2814
Correspondent e-mail:	tremaklus@whe-law.com , usptodock@whe-law.com , bdrambarean@whe-law.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
PEAR	Notice of Allowance - Issued	86363786	

Plaintiff(s)

Name:	Apple Inc.
Correspondent Address:	JOSEPH PETERSEN KILPATRICK TOWNSEND & STOCKTON LLP 1080 MARSH ROAD MENLO PARK CA UNITED STATES , 94025
Correspondent e-mail:	jpetersen@ktslaw.com , agarcia@ktslaw.com , tmadmin@ktslaw.com , rpotter@ktslaw.com , aroach@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78146716	2753069
	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	78943482	3298028

	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
APPLE STORE	REGISTERED AND RENEWED	76400649	2683410

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 20, 2016	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 20, 2016	Aug 29, 2016
3	PENDING, INSTITUTED	Jul 20, 2016	
4	ANSWER	Aug 29, 2016	
5	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Feb 24, 2017	
6	SUSPENDED	Feb 24, 2017	
7	D MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Apr 21, 2017	
8	SUSPENDED	Apr 21, 2017	
9	D NOTICE OF EXPERT WITNESS DISC	Jun 13, 2017	
10	STIP REGARDING REBUTTAL EXPERT DISCLOSURES AND DISCOVERY	Jun 21, 2017	
11	P CHANGE OF CORRESP ADDRESS	Jun 21, 2017	
12	TRIAL DATES RESET	Jun 30, 2017	
13	P MOT TO AMEND PLEADING/AMENDED PLEADING	Jul 11, 2017	
14	P DEC IN SUPPORT OF ITS MOT FOR LEAVE TO AMEND PLEADING	Jul 11, 2017	
15	P NOTICE OF REBUTTAL EXPERT WITNESS DISCLOSURE	Jul 20, 2017	
16	D OPP/RESP TO MOTION	Jul 25, 2017	
17	P REPLY IN SUPPORT OF MOTION	Aug 11, 2017	
18	PROCEEDINGS RESUMED	Sep 30, 2017	
19	P MOT FOR SUMMARY JUDGMENT	Oct 04, 2017	
20	P DECL IN SUPPORT OF MOTION	Oct 04, 2017	
21	ANSWER	Nov 01, 2017	
22	D OPP/RESP TO MOTION	Nov 03, 2017	
23	P REPLY IN SUPPORT OF MOTION	Nov 16, 2017	
24	SUSP PEND DISP OF OUTSTNDNG MOT	Nov 30, 2017	
25	P MOT FOR SUMMARY JGT DENIED	Feb 22, 2018	
26	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 23, 2018	
27	SUSPENDED	Mar 23, 2018	
28	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	May 21, 2018	
29	SUSPENDED	May 21, 2018	
30	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jun 26, 2018	
31	SUSPENDED	Jun 26, 2018	
32	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Jul 26, 2018	
33	SUSPENDED	Jul 30, 2018	
34	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Aug 27, 2018	
35	SUSPENDED	Sep 05, 2018	
36	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Sep 28, 2018	
37	REQ FOR PROG ON SETTL - SUSPENDED	Oct 10, 2018	
38	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Dec 20, 2018	
39	SUSPENDED	Feb 04, 2019	
40	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Mar 01, 2019	
41	SUSPENDED	Mar 04, 2019	
42	P MOT TO SUSP W/ CONSENT PEND SETTL NEGOTIATIONS	Apr 29, 2019	

43	SUSPENDED	Apr 30, 2019
44	MOT TO AMEND APPLICATION	Jun 11, 2019
45	BD DECISION: OPP DISMISSED W/O PREJ	Jul 10, 2019
46	TERMINATED	Jul 10, 2019

Type of Proceeding: Opposition

Proceeding Number: [91222711](#)

Filing Date: Jul 08, 2015

Status: Terminated

Status Date: Oct 02, 2015

Interlocutory Attorney: JENNIFER KRISP

Defendant

Name: Apple Pie Repair LLC

Correspondent Address: APPLE PIE REPAIR LLC

120 STEVE ST
LAFAYETTE LA UNITED STATES , 70503-6048

Correspondent e-mail: matt@applepierepair.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE PIE REPAIR	Abandoned - After Inter-Partes Decision	86403651	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN

KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21ST FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: SRoe@kilpatricktownsend.com , AlJones@ktslaw.com , JPetersen@ktslaw.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76432531	2690881
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78146716	2753069
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLECARE	REGISTERED AND RENEWED	77499829	3634113
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLECARE	REGISTERED AND RENEWED	77499807	3894316

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 08, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 08, 2015	Aug 17, 2015
3	PENDING, INSTITUTED	Jul 08, 2015	
4	P MOT FOR DEFAULT JUDGMENT	Sep 02, 2015	
5	BD DECISION: SUSTAINED	Oct 02, 2015	
6	TERMINATED	Oct 02, 2015	

Type of Proceeding: Opposition

Proceeding Number: [91213954](#)

Filing Date: Dec 11, 2013

Status: Terminated

Status Date: Mar 24, 2014

Interlocutory Attorney: YONG OH (RICHARD) KIM

Defendant

Name: Mark Stein

Correspondent JOHN ALUMIT

Address: ALUMIT IP
135 SOUTH JACKSON STREET, SUITE 200
GLENDALE CA UNITED STATES , 91205

Correspondent e-mail: john@alumitip.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
IBROKEN	Abandoned - After Inter-Partes Decision	85684154	

Plaintiff(s)

Name: Apple Inc.

Correspondent JOSEPH PETERSEN

Address: KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21ST FL
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: JPetersen@kiltown.com , NChollet@kiltown.com , agarcia@kiltown.com , NYTrademarks@ktslaw.com , tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76432531	2690881
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78146716	2753069
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
IPHONE	Section 8 and 15 - Accepted and Acknowledged	77353055	4425780
IPHONE	REGISTERED AND RENEWED	77976400	3746840
APPLECARE	REGISTERED AND RENEWED	77499829	3634113
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLECARE	Cancelled - Section 8	77499797	3901026
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Dec 11, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Dec 11, 2013	Jan 20, 2014
3	PENDING, INSTITUTED	Dec 11, 2013	
4	NOTICE OF DEFAULT	Feb 04, 2014	
5	BD DECISION: SUSTAINED	Mar 24, 2014	
6	TERMINATED	Mar 24, 2014	

Type of Proceeding: Opposition

Proceeding Number: [91212166](#)

Filing Date: Aug 26, 2013

Status: Terminated

Status Date: Dec 16, 2013

Interlocutory Attorney: BENJAMIN U OKEKE

Defendant

Name: Apples 2 Oranges LLC

Correspondent APPLES 2 ORANGES LLC
Address: 35391 VISTA MONTANA CT
CATHEDRAL CITY CA UNITED STATES , 92234-1600

Correspondent e-mail: james@a20repair.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLES 2 ORANGES	Abandoned - After Inter-Partes Decision	85736369	
Plaintiff(s)			

Name: Apple Inc.

Correspondent JOSEPH PETERSEN
Address: KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21ST FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: JPetersen@kiltown.com , NChollet@kiltown.com , rpotter@kiltown.com , agarcia@kiltown.com , NYTrademarks@ktslaw.com , tmadmi@ktslaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76432531	2690881
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78146716	2753069
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLECARE	REGISTERED AND RENEWED	73425447	1282790
APPLECARE	REGISTERED AND RENEWED	77499829	3634113
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLECARE	Cancelled - Section 8	77499797	3901026
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Aug 26, 2013	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 26, 2013	Oct 05, 2013
3	PENDING, INSTITUTED	Aug 26, 2013	
4	NOTICE OF DEFAULT	Oct 22, 2013	
5	BD DECISION: SUSTAINED	Dec 16, 2013	
6	TERMINATED	Dec 16, 2013	

United States of America

United States Patent and Trademark Office



Reg. No. 5,380,650

Registered Jan. 16, 2018

Int. Cl.: 9, 11, 42

Service Mark

Trademark

Principal Register

Apple Inc. (CALIFORNIA CORPORATION)
1 Infinite Loop
Cupertino, CALIFORNIA 95014

CLASS 9: Computers; computer hardware; wireless communication devices for the transmission of voice, data, images, audio, video, and multimedia content; computer peripheral devices; cameras; digital audio and video recorders; radio transmitters and receivers; electrical and electronic connectors, couplers, and adapters; remote controls used for controlling computers, alarm, security and surveillance devices and systems, smoke and carbon monoxide detectors and monitors, energy management devices and systems, lighting, electrical and electronic switches and outlets, and doors, windows, drapes, curtains, window shades, shutters, blinds and garage doors; alarms, alarm sensors, and alarm monitoring systems; electronic video surveillance products, namely, electronic components of security systems; smoke and carbon monoxide detectors; thermostats, monitors, sensors, and controls for air conditioning, heating, and ventilation devices and systems; electric and electronic door locks and latches; remote controls for opening and closing garage doors; lighting controls; electrical outlets; electrical and electronic switches

FIRST USE 9-7-2016; IN COMMERCE 10-00-2016

CLASS 11: Light bulbs, lighting fixtures, and lamps; electric space heaters, air conditioners, and electric fans

FIRST USE 9-7-2016; IN COMMERCE 10-00-2016

CLASS 42: computer programming; design and development of computer software; computer software development consulting services; support and consultation services for developing computer systems and applications; providing information in the field of computer software development online

FIRST USE 9-7-2016; IN COMMERCE 10-00-2016

The color(s) orange, black, and gray is/are claimed as a feature of the mark.

The mark consists of a house design in shades of orange contained within a rectangle outlined in gray next to the wording "WORKS WITH" in grey and "APPLE HOMEKIT" in black, all contained within a larger rectangle outlined in gray. The color white represents background and transparent areas and is not part of the mark.

OWNER OF U.S. REG. NO. 5223891

No claim is made to the exclusive right to use the following apart from the mark as shown: "WORKS WITH"

SER. NO. 87-536,751, FILED 07-20-2017



Joseph Matol

Performing the Functions and Duties of the
Under Secretary of Commerce for
Intellectual Property and Director of the
United States Patent and Trademark Office

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Mark: WORKS WITH APPLE HOMEKIT



US Serial Number: 87536751

Application Filing Date: Jul. 20, 2017

US Registration Number: 5380650

Registration Date: Jan. 16, 2018

Filed as TEAS RF: Yes

Currently TEAS RF: Yes

Register: Principal

Mark Type: Trademark, Service Mark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Jan. 16, 2018

Publication Date: Oct. 31, 2017

Mark Information

Mark Literal Elements: WORKS WITH APPLE HOMEKIT

Standard Character Claim: No

Mark Drawing Type: 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S)/ LETTER(S)/NUMBER(S)

Description of Mark: The mark consists of a house design in shades of orange contained within a rectangle outlined in gray next to the wording "WORKS WITH" in grey and "APPLE HOMEKIT" in black, all contained within a larger rectangle outlined in gray. The color white represents background and transparent areas and is not part of the mark.

Color Drawing: Yes

Color(s) Claimed: The color(s) orange, black, and gray is/are claimed as a feature of the mark.

Disclaimer: "WORKS WITH"

Design Search Code(s): 07.01.06 - Other houses
26.09.02 - Plain single line squares; Squares, plain single line
26.11.02 - Plain single line rectangles; Rectangles (single line)

Related Properties Information

International Registration Number: 1390167

International Application(s) /Registration(s) Based on this Property: A0068648/1390167

Claimed Ownership of US Registrations: 5223891

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 1059340

Foreign Application Filing Date: Jan. 24, 2017

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and
- Asterisks *..* identify additional (new) wording in the goods/services.

For: Computers; computer hardware; wireless communication devices for the transmission of voice, data, images, audio, video, and multimedia content; computer peripheral devices; cameras; digital audio and video recorders; radio transmitters and receivers; electrical and electronic connectors, couplers, and adapters; remote controls used for controlling computers, alarm, security and surveillance devices and systems, smoke and carbon monoxide detectors and monitors, energy management devices and systems, lighting, electrical and electronic switches and outlets, and doors, windows, drapes, curtains, window shades, shutters, blinds and garage doors; alarms, alarm sensors, and alarm monitoring systems; electronic video surveillance products, namely, electronic components of security systems; smoke and carbon monoxide detectors; thermostats, monitors, sensors, and controls for air conditioning, heating, and ventilation devices and systems; electric and electronic door locks and latches; remote controls for opening and closing garage doors; lighting controls; electrical outlets; electrical and electronic switches

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 07, 2016

Use in Commerce: Oct. 2016

For: Light bulbs, lighting fixtures, and lamps; electric space heaters, air conditioners, and electric fans

International Class(es): 011 - Primary Class

U.S Class(es): 013, 021, 023, 031, 034

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 07, 2016

Use in Commerce: Oct. 2016

For: computer programming; design and development of computer software; computer software development consulting services; support and consultation services for developing computer systems and applications; providing information in the field of computer software development online

International Class(es): 042 - Primary Class

U.S Class(es): 100, 101

Class Status: ACTIVE

Basis: 1(a)

First Use: Sep. 07, 2016

Use in Commerce: Oct. 2016

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country Where Organized: CALIFORNIA

Attorney/Correspondence Information

Attorney of Record**Attorney Name:** Thomas R. La Perle**Attorney Primary
Email Address:** trademarkdocket@apple.com**Attorney Email
Authorized:** Yes**Correspondent****Correspondent
Name/Address:** THOMAS R. LA PERLE
APPLE INC.
1 INFINITE LOOP
MS 169-3IPL
CUPERTINO, CALIFORNIA UNITED STATES 95014**Phone:** 408-783-8499**Correspondent e-
mail:** trademarkdocket@apple.com jason_cody@apple.com
com.liglesias@apple.com**Correspondent e-
mail Authorized:** Yes**Domestic Representative - Not Found****Prosecution History**

Date	Description	Proceeding Number
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Jan. 16, 2018	REGISTERED-PRINCIPAL REGISTER	
Oct. 31, 2017	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Oct. 31, 2017	PUBLISHED FOR OPPOSITION	
Oct. 11, 2017	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
Sep. 28, 2017	LAW OFFICE PUBLICATION REVIEW COMPLETED	73797
Sep. 25, 2017	ASSIGNED TO LIE	73797
Sep. 11, 2017	APPROVED FOR PUB - PRINCIPAL REGISTER	
Sep. 11, 2017	EXAMINER'S AMENDMENT ENTERED	88888
Sep. 11, 2017	NOTIFICATION OF EXAMINERS AMENDMENT E-MAILED	6328
Sep. 11, 2017	EXAMINERS AMENDMENT E-MAILED	6328
Sep. 11, 2017	EXAMINERS AMENDMENT -WRITTEN	76842
Sep. 02, 2017	ASSIGNED TO EXAMINER	76842
Jul. 28, 2017	NOTICE OF DESIGN SEARCH CODE E-MAILED	
Jul. 27, 2017	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Jul. 24, 2017	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information**TM Staff Information - None****File Location****Current Location:** PUBLICATION AND ISSUE SECTION**Date in Location:** Jan. 16, 2018**Proceedings****Summary****Number of
Proceedings:** 2**Type of Proceeding: Opposition****Proceeding
Number:** [91249503](#)**Filing Date:** Jul 15, 2019**Status:** Terminated**Status Date:** Oct 17, 2019**Interlocutory
Attorney:** MARY CATHERINE FAINT**Defendant****Name:** TeakOrigin Inc.**Correspondent
Address:** JESSICA S PARISE
GOODWIN PROCTER LLP

620 EIGHTH AVENUE, THE NEW YORK TIMES BUILDING
NEW YORK NY UNITED STATES , 10018

Correspondent e-mail: TMadmin@goodwinlaw.com , JParise@goodwinlaw.com , SAlliRampersad@goodwinlaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
Abandoned - After Inter-Partes Decision		88090562	
Plaintiff(s)			

Name: Apple Inc.

Correspondent JOSEPH PETERSEN
Address: KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@kilpatricktownsend.com , SManes@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
	REGISTERED AND RENEWED	78943482	3298028
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	76426501	2715578
WATCH	Registered	86390818	5161497
APPLE WATCH	Registered	86389914	5161494
WATCH SPORT	Registered	86512828	4956950
MADE FOR APPLE WATCH	Registered	86984141	5607476
WATCH EDITION	Registered	86512737	5638181
WATCH	Registered	86390778	5628056
APPLE WATCH	Registered	86390028	5628055
APPLE	Cancellation Pending	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE NEWS	Registered	86819744	5341294
APPLE NEWS	Registered	86819678	5346816
MUSIC	Registered	86662532	5251657
MUSIC	Registered	86663005	5330145
APPLE MUSIC	Registered	86658508	5330141
TV	REGISTERED AND RENEWED	77154348	3359157
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78146716	2753069
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
WORKS WITH APPLE HOMEKIT	Registered	87536751	5380650
WORKS WITH APPLE HOMEKIT	Registered	86760493	5223891
	REGISTERED AND RENEWED	78155188	2926853
TODAY AT APPLE	Registered	87607137	5448031
TV	Registered	87069662	5612350
WORKS WITH APPLE CARPLAY	Registered	86514929	4969782
APPLE CARPLAY	Registered	86364433	5453800
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976

Prosecution History			
Entry Number	History Text	Date	Due Date

1	FILED AND FEE	Jul 15, 2019	
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2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2019	Aug 24, 2019
3	INSTITUTED	Jul 15, 2019	
4	NOTICE OF DEFAULT	Sep 03, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 17, 2019	
6	TERMINATED	Oct 17, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91247487](#)

Filing Date: Apr 08, 2019

Status: Pending

Status Date: Apr 10, 2019

Interlocutory Attorney: WENDY COHEN

Defendant

Name: NOVASEP PROCESS

Correspondent Address: MONTE L FALCOFF
HARNESS DICKEY & PIERCE PLC
5445 CORPORATE DRIVE SUITE 200
TROY MI UNITED STATES , 48098

Correspondent e-mail: troy@mailroom@hdp.com , jsachs@hdp.com , hrowe@hdp.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLEXION	Opposition Pending	79228742	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: JPetersen@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tmadmin@kilpatricktownsend.com , PRosenberg@kilpatricktownsend.com , SManes@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78408365	3084491
APPLE CONFIGURATOR	Section 8 and 15 - Accepted and Acknowledged	85563555	4214003
TV	REGISTERED AND RENEWED	77154348	3359157
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78146716	2753069
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
WORKS WITH APPLE HOMEKIT	Registered	87536751	5380650
WORKS WITH APPLE HOMEKIT	Registered	86760493	5223891

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Apr 08, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Apr 10, 2019	May 20, 2019
3	INSTITUTED	Apr 10, 2019	
4	D MOT FOR EXT W/ CONSENT	May 15, 2019	
5	EXTENSION OF TIME GRANTED	May 15, 2019	
6	D MOT FOR EXT W/ CONSENT	Jul 11, 2019	
7	EXTENSION OF TIME GRANTED	Jul 11, 2019	

8	D MOT FOR EXT W/ CONSENT	Oct 10, 2019
9	EXTENSION OF TIME GRANTED	Oct 10, 2019
10	D MOT FOR EXT W/ CONSENT	Dec 10, 2019
11	EXTENSION OF TIME GRANTED	Dec 10, 2019
12	D MOT FOR EXT W/ CONSENT	Feb 05, 2020
13	EXTENSION OF TIME GRANTED	Feb 05, 2020

United States of America

United States Patent and Trademark Office

DESIGNED BY APPLE IN CALIFORNIA

Reg. No. 4,604,456

Registered Sep. 16, 2014

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

APPLE INC. (CALIFORNIA CORPORATION)
1 INFINITE LOOP
CUPERTINO, CA 95014

FOR: COMPUTERS; COMPUTER HARDWARE; COMPUTER MONITORS; COMPUTER PERIPHERAL DEVICES; HANDHELD DIGITAL ELECTRONIC DEVICES FOR INTERNET ACCESS, FOR USE AS A HANDHELD COMPUTER, DIGITAL FORMAT AUDIO AND VIDEO PLAYER, PERSONAL DIGITAL ASSISTANT, ELECTRONIC ORGANIZER, ELECTRONIC NOTEPAD, ELECTRONIC BOOK READER, GLOBAL POSITIONING SYSTEM (GPS) DEVICE, AND CAMERA, AND FOR SENDING, RECEIVING, AND STORING TELEPHONE CALLS AND/OR ELECTRONIC MAIL AND OTHER DIGITAL DATA; DIGITAL FORMAT AUDIO AND VIDEO PLAYERS; COMPUTER OPERATING SYSTEM SOFTWARE; WIRELESS COMMUNICATION DEVICES FOR VOICE, DATA, IMAGE, AND MULTIMEDIA TRANSMISSION; COMPUTER HARDWARE FOR COMMUNICATION BETWEEN MULTIPLE COMPUTERS AND BETWEEN COMPUTERS AND LOCAL AND GLOBAL COMPUTER NETWORKS; SET TOP BOXES; COMPUTER HARDWARE FOR THE REPRODUCTION, PROCESSING, PLAYING AND STREAMING OF AUDIO, VIDEO, IMAGES, AND MULTIMEDIA CONTENT, FOR CONTROLLING THE OPERATION OF MULTIMEDIA DEVICES, AND FOR VIEWING, SEARCHING, STORING, AND PLAYING AUDIO, VIDEO, IMAGES, AND MULTIMEDIA CONTENT; COMPUTER KEYBOARDS; COMPUTER MICE; REMOTE CONTROLS, ELECTRONIC CONNECTORS, CABLES, CHARGERS, DOCKS, AND ADAPTERS FOR USE WITH COMPUTER AND HANDHELD DIGITAL ELECTRONIC DEVICES; CASES FOR COMPUTERS; BATTERIES; BATTERY CHARGERS; HEADPHONES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).



FIRST USE 12-31-2000; IN COMMERCE 12-31-2000.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY CLAIMED UNDER SEC. 44(D) ON JAMAICA APPLICATION NO. 62483, FILED 4-23-2013.

Michelle K. Lee

Deputy Director of the United States
Patent and Trademark Office

OWNER OF U.S. REG. NOS. 1,078,312, 3,928,818 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "DESIGNED BY" AND "CALIFORNIA", APART FROM THE MARK AS SHOWN.

Reg. No. 4,604,456 SER. NO. 86-096,239, FILED 10-20-2013.

STEPHANIE ALI, EXAMINING ATTORNEY

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Mark: DESIGNED BY APPLE IN CALIFORNIA

DESIGNED BY APPLE IN
CALIFORNIA

US Serial Number: 86096239

Application Filing Date: Oct. 20, 2013

US Registration Number: 4604456

Registration Date: Sep. 16, 2014

Register: Principal

Mark Type: Trademark

TM5 Common Status Descriptor:



LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Sep. 16, 2014

Publication Date: Jul. 01, 2014

Mark Information

Mark Literal Elements: DESIGNED BY APPLE IN CALIFORNIA

Standard Character Claim: Yes. The mark consists of standard characters without claim to any particular font style, size, or color.

Mark Drawing Type: 4 - STANDARD CHARACTER MARK

Disclaimer: "DESIGNED BY" AND "CALIFORNIA"

Related Properties Information

International Registration Number: 1192765

International Application(s) /Registration(s) Based on this Property: A0038846/1192765

Claimed Ownership of US Registrations: 1078312, 3359045, 3928818 and others

Foreign Information

Priority Claimed: Yes

Foreign Application Number: 62483

Foreign Application Filing Date: Apr. 23, 2013

Foreign Application/Registration Country: JAMAICA

Goods and Services

Note:

The following symbols indicate that the registrant/owner has amended the goods/services:

- Brackets [...] indicate deleted goods/services;
- Double parenthesis ((.)) identify any goods/services not claimed in a Section 15 affidavit of incontestability; and

- Asterisks *.* identify additional (new) wording in the goods/services.

For: Computers; computer hardware; computer monitors; computer peripheral devices; handheld digital electronic devices for Internet access, for use as a handheld computer, digital format audio and video player, personal digital assistant, electronic organizer, electronic notepad, electronic book reader, global positioning system (GPS) device, and camera, and for sending, receiving, and storing telephone calls and/or electronic mail and other digital data; digital format audio and video players; computer operating system software; wireless communication devices for voice, data, image, and multimedia transmission; computer hardware for communication between multiple computers and between computers and local and global computer networks; set top boxes; computer hardware for the reproduction, processing, playing and streaming of audio, video, images, and multimedia content, for controlling the operation of multimedia devices, and for viewing, searching, storing, and playing audio, video, images, and multimedia content; computer keyboards; computer mice; remote controls, electronic connectors, cables, chargers, docks, and adapters for use with computer and handheld digital electronic devices; cases for computers; batteries; battery chargers; headphones

International Class(es): 009 - Primary Class

U.S Class(es): 021, 023, 026, 036, 038

Class Status: ACTIVE

Basis: 1(a)

First Use: Dec. 31, 2000

Use in Commerce: Dec. 31, 2000

Basis Information (Case Level)

Filed Use: Yes

Currently Use: Yes

Filed ITU: No

Currently ITU: No

Filed 44D: Yes

Currently 44E: No

Filed 44E: No

Currently 66A: No

Filed 66A: No

Currently No Basis: No

Filed No Basis: No

Current Owner(s) Information

Owner Name: Apple Inc.

Owner Address: One Apple Park Way
Cupertino, CALIFORNIA UNITED STATES 95014

Legal Entity Type: CORPORATION

State or Country CALIFORNIA
Where Organized:

Attorney/Correspondence Information

Attorney of Record

Attorney Name: Thomas R. La Perle

Attorney Primary Email Address: trademarkdocket@apple.com

Attorney Email Yes
Authorized:

Correspondent

Correspondent Name/Address: Thomas R. La Perle
Apple Inc.
One Apple Park Way
MS: 169-3IPL
Cupertino, CALIFORNIA UNITED STATES 95014

Correspondent e-mail: trademarkdocket@apple.com laperle@apple.com

Correspondent e-mail Yes
Authorized:

Domestic Representative - Not Found

Prosecution History

Date	Description	Proceeding Number
Sep. 16, 2019	COURTESY REMINDER - SEC. 8 (6-YR) E-MAILED	
Feb. 16, 2018	APPLICANT/CORRESPONDENCE CHANGES (NON-RESPONSIVE) ENTERED	88888
Feb. 16, 2018	TEAS CHANGE OF OWNER ADDRESS RECEIVED	
Mar. 30, 2017	ATTORNEY/DOM.REP.REVOKED AND/OR APPOINTED	
Mar. 30, 2017	TEAS REVOKE/APP/CHANGE ADDR OF ATTY/DOM REP RECEIVED	
Sep. 16, 2014	REGISTERED-PRINCIPAL REGISTER	

Jul. 01, 2014	OFFICIAL GAZETTE PUBLICATION CONFIRMATION E-MAILED	
Jul. 01, 2014	PUBLISHED FOR OPPOSITION	
Jun. 11, 2014	NOTIFICATION OF NOTICE OF PUBLICATION E-MAILED	
May 23, 2014	LAW OFFICE PUBLICATION REVIEW COMPLETED	77312
May 22, 2014	ASSIGNED TO LIE	77312
May 10, 2014	APPROVED FOR PUB - PRINCIPAL REGISTER	
Apr. 10, 2014	TEAS/EMAIL CORRESPONDENCE ENTERED	88889
Apr. 09, 2014	CORRESPONDENCE RECEIVED IN LAW OFFICE	88889
Apr. 09, 2014	TEAS RESPONSE TO OFFICE ACTION RECEIVED	
Feb. 05, 2014	TEAS CHANGE OF CORRESPONDENCE RECEIVED	
Jan. 14, 2014	NON-FINAL ACTION MAILED	
Jan. 13, 2014	NON-FINAL ACTION WRITTEN	76147
Dec. 30, 2013	ASSIGNED TO EXAMINER	76147
Oct. 25, 2013	NEW APPLICATION OFFICE SUPPLIED DATA ENTERED IN TRAM	
Oct. 23, 2013	NEW APPLICATION ENTERED IN TRAM	

TM Staff and Location Information

TM Staff Information - None

File Location

Current Location: PUBLICATION AND ISSUE SECTION

Date in Location: Sep. 16, 2014

Proceedings

Summary

Number of Proceedings: 6

Type of Proceeding: Cancellation

Proceeding Number: [92071889](#)

Filing Date: Jul 30, 2019

Status: Terminated

Status Date: Dec 13, 2019

Interlocutory Attorney: WENDY COHEN

Defendant

Name: Chang Huowen

Correspondent Address: CHANG HUOWEN

1501 UNIT C BLOCK 1, BINHAIZHICHUANG GARDEN NANSHAN DISTRICT
SHENZHEN GUANGDONG CHINA

Correspondent e-mail: daisywzmark@gmail.com , sll654143776@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APLEOK	Cancelled - Section 18	86866439	5017894

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN

KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@kilpatricktownsend.com , JGonder@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	73120444	1078312

	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78156887	3070036
	REGISTERED AND RENEWED	78408365	3084491
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
	Section 8 and 15 - Accepted and Acknowledged	77356362	3818856
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE	Cancellation Pending	77428980	4088195
	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	78943482	3298028
APPLE	REGISTERED AND RENEWED	74527910	1895326
APPLE STORE	REGISTERED AND RENEWED	76400649	2683410
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLE EARPODS	Registered	85728401	4891106
APPLE LIGHTNING	Section 8 and 15 - Accepted and Acknowledged	85726560	4359316
APPLE MAGIC KEYBOARD	Registered	86786857	4955954
IPHONE	REGISTERED AND RENEWED	77976400	3746840
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456
APPLECARE	REGISTERED AND RENEWED	77499847	3717431
APPLECARE	REGISTERED AND RENEWED	77499829	3634113
APPLECARE	REGISTERED AND RENEWED	77499807	3894316
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77499837	4009791

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 30, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Aug 01, 2019	Sep 10, 2019
3	INSTITUTED	Aug 01, 2019	
4	NOTICE OF DEFAULT	Sep 20, 2019	
5	BD DECISION: CAN GRANTED	Oct 30, 2019	
6	COMMR ORDER CANCELLING REG	Dec 13, 2019	
7	TERMINATED	Dec 13, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91249503](#)

Filing Date: Jul 15, 2019

Status: Terminated

Status Date: Oct 17, 2019

Interlocutory Attorney: MARY CATHERINE FAINT

Defendant

Name: TeakOrigin Inc.

Correspondent Address: JESSICA S PARISE
GOODWIN PROCTER LLP
620 EIGHTH AVENUE, THE NEW YORK TIMES BUILDING
NEW YORK NY UNITED STATES , 10018

Correspondent e-mail: TMadmin@goodwinlaw.com , JParise@goodwinlaw.com , SAlliRampersad@goodwinlaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
	Abandoned - After Inter-Partes Decision	88090562	

Plaintiff(s)

Name: Apple Inc.

Correspondent JOSEPH PETERSEN

Address: KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@kilpatricktownsend.com , SManes@kilpatricktownsend.com , Agarcia@kilpatricktownsend.com , tadmin@kilpatricktownsend.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	78943482	3298028
	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	76426501	2715578
WATCH	Registered	86390818	5161497
APPLE WATCH	Registered	86389914	5161494
WATCH SPORT	Registered	86512828	4956950
MADE FOR APPLE WATCH	Registered	86984141	5607476
WATCH EDITION	Registered	86512737	5638181
WATCH	Registered	86390778	5628056
APPLE WATCH	Registered	86390028	5628055
APPLE	Cancellation Pending	77428980	4088195
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	Registered	86819744	5341294
APPLE NEWS	Registered	86819678	5346816
MUSIC	Registered	86662532	5251657
MUSIC	Registered	86663005	5330145
APPLE MUSIC	Registered	86658508	5330141
TV	REGISTERED AND RENEWED	77154348	3359157
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
APPLE	REGISTERED AND RENEWED	78170383	2808567
	REGISTERED AND RENEWED	78146716	2753069
	REGISTERED AND RENEWED	77499847	3717431
APPLECARE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
APPLE STORE	Registered	87536751	5380650
WORKS WITH APPLE HOMEKIT	Registered	86760493	5223891
WORKS WITH APPLE HOMEKIT	REGISTERED AND RENEWED	78155188	2926853
TODAY AT APPLE	Registered	87607137	5448031
TV	Registered	87069662	5612350
WORKS WITH APPLE CARPLAY	Registered	86514929	4969782
APPLE CARPLAY	Registered	86364433	5453800
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jul 15, 2019	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jul 15, 2019	Aug 24, 2019
3	INSTITUTED	Jul 15, 2019	
4	NOTICE OF DEFAULT	Sep 03, 2019	
5	BD DECISION: OPP SUSTAINED	Oct 17, 2019	
6	TERMINATED	Oct 17, 2019	

Type of Proceeding: Opposition

Proceeding Number: [91239648](#)

Filing Date: Jan 31, 2018

Status: Terminated

Status Date: Jun 04, 2018

Interlocutory ANN LINNEHAN VOGLER

Attorney:

Defendant

Name: Shenzhen Niuli Electronic Technology Co., Ltd.

Correspondent Address: ZHOU EMEI
616 CORPORATE WAY SUITE 2-5451
VALLEY COTTAGE NY UNITED STATES , 10989

Correspondent e-mail: iplaw_mark@hotmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
VIPPLE	Abandoned - After Inter-Partes Decision	87463363	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@ktslaw.com , cye@kilpatricktownsend.com , agarcia@ktslaw.com , tmadmin@ktslaw.com , jgonder@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE LIGHTNING	Section 8 and 15 - Accepted and Acknowledged	85726560	4359316
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
	REGISTERED AND RENEWED	78408365	3084491

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jan 31, 2018	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Feb 22, 2018	Apr 03, 2018
3	PENDING, INSTITUTED	Feb 22, 2018	
4	NOTICE OF DEFAULT	Apr 13, 2018	
5	BD DECISION: SUSTAINED	Jun 04, 2018	
6	TERMINATED	Jun 04, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91236681](#)

Filing Date: Sep 13, 2017

Status: Terminated

Status Date: Jul 25, 2018

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: ShenZhen Winnertop Technology Co., Ltd.

Correspondent Address: XINGHONG LIAO
SHENZHEN WINNERTOP TECHNOLOGY CO LTD
RM 4611A 46 F SEG PLAZA BLDG , HUAQIANG NORTH ROAD FUTIAN DISTRICT
SHENZHEN, GUANGDONG CHINA

Correspondent e-mail: trademark@cn-ip.cn , trynow@cn-ip.cn

Associated marks

Mark	Application Status	Serial Number	Registration Number
LIGHTAPPLE	Abandoned - After Inter-Partes Decision	87293179	

Plaintiff(s)

Name: Apple Inc.

Correspondent JOSEPH PETERSEN
Address: KILPATRICK TOWNSEND & STOCKTON LLP
1080 MARSH ROAD
MENLO PARK CA UNITED STATES , 94025

Correspondent e-mail: jpetersen@ktslaw.com , cye@kilpatricktownsend.com , agarcia@ktslaw.com , tmadmin@ktslaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
WORKS WITH APPLE HOMEKIT	Registered	86760493	5223891
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
APPLE	REGISTERED AND RENEWED	74660120	2079765
APPLE	REGISTERED AND RENEWED	78170383	2808567
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78155188	2926853
	REGISTERED AND RENEWED	78146716	2753069
	REGISTERED AND RENEWED	78157042	2870477
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 13, 2017	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 14, 2017	Oct 24, 2017
3	PENDING, INSTITUTED	Sep 14, 2017	
4	ANSWER	Oct 24, 2017	
5	D UNDELIVERABLE MAIL	Oct 27, 2017	
6	P MOT TO COMPEL DISCOVERY	Jan 22, 2018	
7	SUSP PEND DISP OF OUTSTNDNG MOT	Jan 25, 2018	
8	D RETURNED MAIL	Mar 29, 2018	
9	TRIAL DATES RESET	Apr 02, 2018	
10	P MOT FOR SANCTIONS (OTHER)	Jun 27, 2018	
11	BD DECISION: SUSTAINED	Jul 25, 2018	
12	TERMINATED	Jul 25, 2018	

Type of Proceeding: Opposition

Proceeding Number: [91223740](#)

Filing Date: Sep 09, 2015

Status: Terminated

Status Date: Jan 14, 2017

Interlocutory Attorney: ELIZABETH WINTER

Defendant

Name: Apelpi Inc.

Correspondent Address: ANDERSON J DUFF
MANATT PHELPS & PHILLIPS LLP
7 TIMES SQUARE
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: aduff@manatt.com , ymikulka@manatt.com , jadair@manatt.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APELPI	Abandoned - After Inter-Partes Decision	86474586	

Plaintiff(s)

Name: Apple Inc.

Correspondent JOSEPH PETERSEN

Address: KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVENUE OF THE AMERICAS, 21ST FLOOR
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: tmadmin@ktslaw.com , jpetersen@ktslaw.com , prosenberg@ktslaw.com , agarcia@ktslaw.com

Associated marks			
Mark	Application Status	Serial Number	Registration Number
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	76426501	2715578
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
TV	REGISTERED AND RENEWED	77154348	3359157
APPLECARE	Cancelled - Section 8	77499797	3901026
THE APPLE STORE	REGISTERED AND RENEWED	75857191	2424976
APPLE STORE	REGISTERED AND RENEWED	75857151	2462798
APPLE STORE	REGISTERED AND RENEWED	76400649	2683410
APPLE TV	REGISTERED AND RENEWED	77152380	3359045
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456

Prosecution History			
Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Sep 09, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Sep 09, 2015	Oct 19, 2015
3	PENDING, INSTITUTED	Sep 09, 2015	
4	D MOT FOR EXT W/O CONSENT	Sep 25, 2015	
5	CHANGE OF CORRESP ADDRESS	Sep 25, 2015	
6	TRIAL DATES RESET	Oct 18, 2015	
7	D MOT FOR EXT W/ CONSENT	Nov 17, 2015	
8	TRIAL DATES RESET	Nov 19, 2015	
9	D MOT FOR EXT W/ CONSENT	Dec 02, 2015	
10	EXTENSION OF TIME GRANTED	Dec 04, 2015	
11	D MOT FOR EXT W/ CONSENT	Dec 16, 2015	
12	D MOT FOR EXT W/ CONSENT	Dec 30, 2015	
13	D MOT FOR EXT W/ CONSENT	Jan 07, 2016	
14	EXTENSION OF TIME GRANTED	Jan 07, 2016	
15	CORRECTION TO BD ORDER	Feb 03, 2016	
16	D MOT FOR EXT W/ CONSENT	Feb 05, 2016	
17	EXTENSION OF TIME GRANTED	Feb 05, 2016	
18	D MOT FOR EXT W/ CONSENT	Feb 29, 2016	
19	EXTENSION OF TIME GRANTED	Feb 29, 2016	
20	D MOT FOR EXT W/ CONSENT	Mar 24, 2016	
21	EXTENSION OF TIME GRANTED	Mar 24, 2016	
22	D MOT FOR EXT W/ CONSENT	Apr 28, 2016	
23	EXTENSION OF TIME GRANTED	Apr 29, 2016	
24	D MOT FOR EXT W/ CONSENT	May 23, 2016	
25	EXTENSION OF TIME GRANTED	May 23, 2016	
26	D MOT FOR EXT W/ CONSENT	Jul 01, 2016	
27	EXTENSION OF TIME GRANTED	Jul 01, 2016	
28	D MOT FOR EXT W/ CONSENT	Jul 28, 2016	
29	EXTENSION OF TIME GRANTED	Jul 28, 2016	
30	D MOT FOR EXT W/ CONSENT	Aug 30, 2016	
31	EXTENSION OF TIME GRANTED	Aug 30, 2016	
32	D MOT FOR EXT W/ CONSENT	Oct 03, 2016	
33	EXTENSION OF TIME GRANTED	Oct 11, 2016	
34	NOTICE OF DEFAULT	Nov 18, 2016	
35	BD DECISION: SUSTAINED	Jan 14, 2017	
36	TERMINATED	Jan 14, 2017	

Type of Proceeding: Opposition

Proceeding Number: [91222328](#)

Filing Date: Jun 10, 2015

Status: Terminated

Status Date: Sep 19, 2015

Interlocutory Attorney: ANDREW P BAXLEY

Defendant

Name: Shenzhen Ecapple Technology Co., Ltd

Correspondent Address: LIAO XIANGYANG
CONVENTION PLAZA 3011 30/F OFFICE TOWER, 1 HARBOUR ROAD
HONG KONG HONG KONG

Correspondent e-mail: efg.chkip@gmail.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
ECAPPLE	Abandoned - After Inter-Partes Decision	86396928	

Plaintiff(s)

Name: Apple Inc.

Correspondent Address: JOSEPH PETERSEN
KILPATRICK TOWNSEND & STOCKTON LLP
1114 AVE OF THE AMERICAS, 21ST FL
NEW YORK NY UNITED STATES , 10036

Correspondent e-mail: JPetersen@ktslaw.com, PRosenberg@ktslaw.com, AlJones@ktslaw.com , agarcia@ktslaw.com, tmadmin@ktslaw.com

Associated marks

Mark	Application Status	Serial Number	Registration Number
APPLE	REGISTERED AND RENEWED	73120444	1078312
APPLE	Section 8 and 15 - Accepted and Acknowledged	77172511	3928818
	REGISTERED AND RENEWED	73162799	1114431
	REGISTERED AND RENEWED	76426501	2715578
	REGISTERED AND RENEWED	78156920	3064984
	Section 8 and 15 - Accepted and Acknowledged	77648705	3679056
APPLE LIGHTNING	Section 8 and 15 - Accepted and Acknowledged	85726560	4359316
APPLECARE	Cancelled - Section 8	77499797	3901026
APPLE STORE	Section 8 and 15 - Accepted and Acknowledged	77388365	3710912
DESIGNED BY APPLE IN CALIFORNIA	Registered	86096239	4604456

Prosecution History

Entry Number	History Text	Date	Due Date
1	FILED AND FEE	Jun 10, 2015	
2	NOTICE AND TRIAL DATES SENT; ANSWER DUE:	Jun 11, 2015	Jul 21, 2015
3	PENDING, INSTITUTED	Jun 11, 2015	
4	NOTICE OF DEFAULT	Aug 06, 2015	
5	BD DECISION: SUSTAINED	Sep 19, 2015	
6	TERMINATED	Sep 19, 2015	